



COMMUNITY MEDIA REVIEW

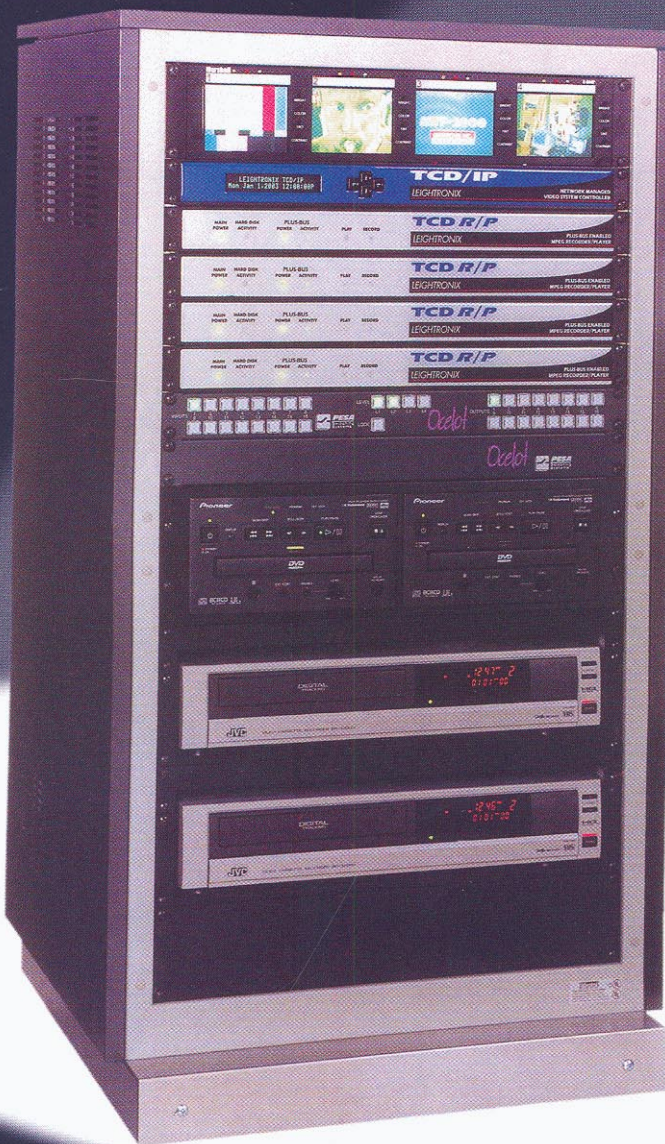
POLITICAL & GOVERNMENT VOICES ON COMMUNITY MEDIA

The Journal of the Alliance for Community Media • Winter 2002-2003

www.communitymediareview.org

Complete PEG Automation Solutions

*Four
Channel
System
for a
Surprisingly
Low Price!*



System as shown:

- Quad LCD Monitors
- Leightonix TCD/IP Network Managed Video System Controller
- Four Leightonix TCD R/P Digital Recorder/Players
- Routing Switcher, 16 x 16 VAA
- Two Industrial DVD Players with Title/Chapter Access
- Two Industrial S-VHS VCRs
- Professional 20RU Rack

Visit www.leightronix.com/system and see how affordable your next automation system will be!

Affordable ♦ Versatile ♦ Reliable
Cable/Broadcast Automation

LEIGHTRONIX, INC.

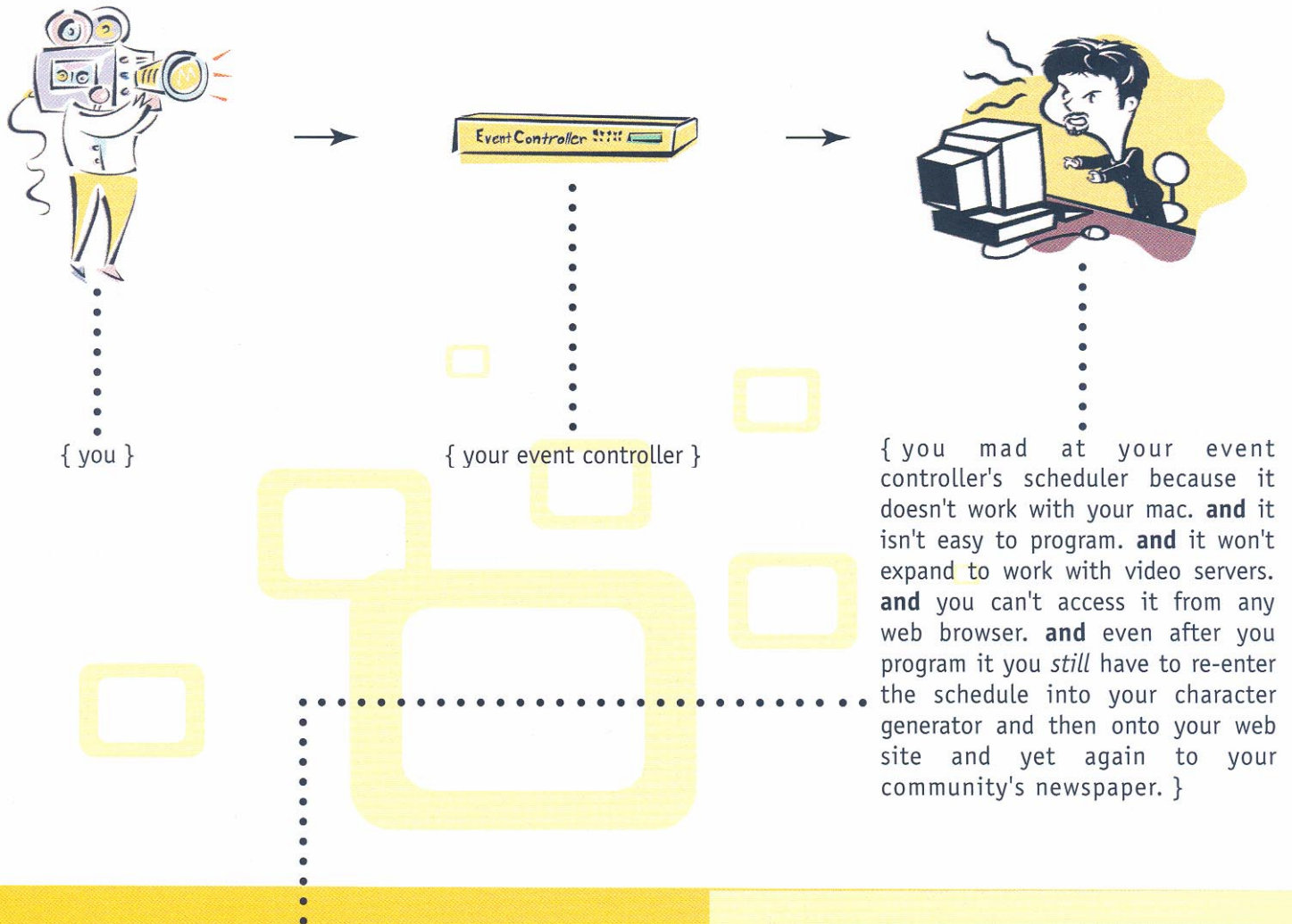
CONTROL PRODUCTS

Info@leightronix.com ♦ (800) 243-5589

web centric head end control for access stations




program library . character generator . web schedule . event controller . digital video servers



Cablecast is the web centric system from Tightrope Media Systems that brings all the duties of your head end under one easy to use interface. From programming your Leightronix event controller to publishing the schedule on your web site, there isn't an aspect of your head end that won't be simplified by Cablecast. What's more, you can integrate digital video into your current head end, even if you are using an older event controller such as a Pro 16. Because Cablecast is a web centric application, it is the only cable head end management system sold today that works with PC's while not snubbing your Macintosh.

So when it is time to bring your access center to the next stage with Cablecast from Tightrope Media Systems, give us a call.

Cablecast, the Cablecast Logo and the Tightrope Media Systems logo are Trademarks of Tightrope Media Systems Corporation. Other Trademarks and Registered Trademarks are owned by their respective companies. Copyright 2002



Access your head end from any web browser on any computer connected to your network!

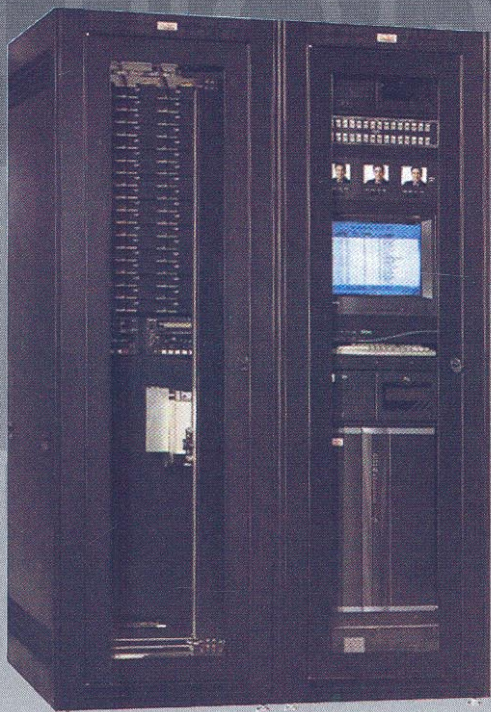
Cablecast includes Carousel, Tightrope's powerful character generator. They work together so you don't have to enter the schedule twice!

And it all comes in one box, ready to install into your head end with help just a toll free phone call away!

Tightrope Media Systems
6417 Lyndale Avenue South, Suite B
Richfield, Minnesota 55423

866.866.4118
www.trms.com
info@trms.com





Visit our web at <http://www.tiltrac.com>
 site to see a list of satisfied users
 and learn more about how PEG/SYS
 can automate your facility.

PEG/SYS

**The Intelligent Station Management
 System for Today's PEG Operators**

PEG/SYS is THE cost effective station management solution for today's Public, Education and Government Cable Access Channels.

PEG/SYS includes hardware and software components designed for PEG operators with limited staff and budget. Components include:

- Station Automation Software
- Digital Server and Encoding Systems
- Tape Automation Systems including Mini-DV
- VCR Control
- Digital VCR's
- Digital Video Archive Solutions
- Internet Access
- Web Casting Solutions
- Video On-Demand

PEG/SYS offers:

- Complete station automation
- 24/7 operating capability
- Router Control
- Remote Access and Error Paging
- Traffic Manager Interface
- Web Interface
- Interface to FACIL software Summer 2001
- Plus many other features normally found in higher end solutions

TILTRAC
AUTOMATED VIDEO SYSTEMS

3353 Earhart Drive, Suite 212 • Carrollton, TX 75006
 Toll Free: 800.601.6991
 Phone: 972.980.6991 • Fax: 972.980.6994

COMMUNITY MEDIA REVIEW

WINTER 2002-2003
VOLUME 25, NUMBER 4

CMR EDITORIAL BOARD

Dirk Koning, *Chair*
Harry Haasch, *Information Services Chair*
Bob Devine, Betty Francis, Jeffrey Hansell,
John W. Higgins, Bill Kirkpatrick

EDITOR-IN-CHIEF THIS ISSUE

Heidi Grace

MANAGING EDITOR

Tim Goodwin

NATIONAL OFFICE

Bunnie Riedel, *Executive Director*
Heidi Grace, *Government
Relations/Communications*
Felicia Brown, *Membership/Operations*
Margaret Wanca-Daniels, *Advertising Sales*

ALLIANCE FOR COMMUNITY MEDIA BOARD OF DIRECTORS

Paul Berg, Thomas Bishop, Alan Bushong,
Frank Clark, Pat Garlinghouse, Harry Haasch,
James Horwood, Melissa Mills, Ruth Mills,
Robert Neal, Miguel Ortega, Steve Ranieri,
Kevin Reynolds, Nancy Richard, Nantz Rickard,
Debra Rogers, James C. Rossi, Jr.,
Matthew Schuster, Jackie Steven,
Karen Toering, Brian Wilson,



Alliance
for
Community
Media

Community Media Review [ISSN 1074-9004]
is published quarterly by the Alliance for
Community Media, Inc. Subscriptions \$35 a
year. Please send subscriptions, memberships,
address changes, advertising and editorial
inquiries to the Alliance for Community Media,
666 11th St. NW, Suite 740, Washington, DC
20001-4542. Telephone 202.393.2650 voice,
202.393.2653 fax. Email: acm@alliancecm.org or
visit the Alliance for Community Media website
at www.alliancecm.org

Requests for bulk orders considered in
advance of publication. Contact the national
office for rates and delivery.

Copyright ©2002 by the Alliance for Com-
munity Media, Inc. Prior written permission of
the Alliance for Community Media required for
all reprints or usage.

Produced through the studios of

citymedia

UPFRONT • PAGES 3-8

Bunnie Riedel, Brian Wilson, Board of Directors

POLITICAL & GOVERNMENT VOICES • PAGES 9-40

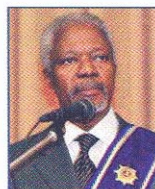
Introduction, Heidi Grace, 9 / *Elections & Community Access
Television*, Lurline McGregor, 11 / *Creating an Election Portal
in Santa Monica*, Robin Gee and Al Johnson, 14 /
*Election Coverage Using Community Television
& Internet Streaming*, Kyrsten Thompson and
Joan Gerten, 15 / *Contra Costa Television Surveys
Election Viewers*, Chris Verdugo, 15 / *Video Voter*



Information: How Community Media Can Educate Voters,
Area Madaras and Tracy Westen, 16 / *Who Are You VODing
For?*, Brenda Trainor, 18 / *A Legal Analysis: Political Speech &
PEG Access*, James N. Horwood and Allison L. Driver, 20 /
*16 Years of Television Extending Hillsborough
County, Florida's Horizons*, Greg Vawter, 22 /
*Two Tales of Capital Community TV & State
Politics in Oregon*, Rosa Leonardi, 23 /



Public Access a Powerful Tool in Norwood, OH, Keith Moore
and Carmen McKeehan, 24 / *'Passion' Powers BNN Coverage
of Boston Politics*, Curtis Henderson and Joe Heisler, 25 /
Towards a Regional Collaboration in Utah, James Harvey, 27 /
Becoming 'The City' Channel, Mark L. Neuman, 28 / *City of
Tampa Television*, Thomas Dea, 29 / *Chicago's 50th Ward
Leads the Way*, Barbara Popovic, 30 / *Yolo County Supervisor
Dave Rosenberg*, Autumn Labbé-Renault, 31 / *Government*



*Resources: National Guard, Department of
Education, Army Newswatch, NASA*, 33 /
Doonesbury, 39 / *UN Leader Lays Down a
Challenge*, Kofi Annan, 40

As the journal of the Alliance for Community Media, COMMUNITY MEDIA REVIEW shall support the Alliance mission by providing: a comprehensive overview of past, present and future issues critical to the Alliance and its membership; vigorous and thoughtful debate on those issues; and a venue for members and like-minded groups to present issues critical to the Alliance.

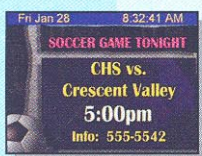
A COMPLETE LINE OF
PRODUCTS FOR

Video Messaging & Photo Advertising



Contact **MagicBox** to see which product is best for your application! Call or e-mail for **free video**.

From complete, stand-alone CGs to dedicated player units with Windows-based creation and scheduling tools.



• Alphagen Character Generator

Stand-alone, turnkey CG with thousands of backgrounds.



• VIP Video Information Player

The video information player that's reliable, easy to use.



• Avelin—our newest product!

Our most advanced signage system with the features you want.



MagicBox, Inc.®
www.magicboxinc.com

tel. 541.752.5654
fax 541.752.5614

Remembering Antonia Stone, Founder of CTCNet

Antonia "Toni" Stone, founder of Playing to Win and CTCNet, died November 21, 2002, from complications of myelodysplasia, a form of leukemia.

The community technology movement lost of one its major founders and leaders. Those of us who had the opportunity of knowing and working with Toni over the last several decades will miss her vitality, vision, energy, commitment, and good humor. Toni founded Playing to Win and the Harlem Community Computing Center in 1983, seeing more than a decade before anyone began talking about the digital divide what the potential problems were as well as the promise and hopeful possibilities.

Like the organizations she founded, Toni was a leading advocate for equitable access. Toni personified the mission to "strive, in every arena, to bring this about." In a weakened physical state, she traveled to Barcelona to deliver the keynote for the Community Networking Global 2000 conference. Last fall, she participated in an innovative multi-media Greater Boston Broadband Network program on the Politics of the *Public Access Cable and Community Technology Movement*, an archived video-on-demand project, her last public appearance.

The 500 or so links that one can find using a search engine for "Antonia Stone" point to some of the accomplishments and acknowledgements of her work and life, none so characteristic as her final conversations that mixed reflections about death and dying with inquiries, comments, and concerns about family, friends, colleagues, and the state of the movement. Toni will be missed. More information is available at www.ctcnet.org.

— Peter Miller

Media Democracy Week March 16-22, 2003

The Alliance for Community Media is designating March 16-22, 2003 as **Media Democracy Week**. This is a week to celebrate and advance the role of media democracy in the perpetuation of liberty and freedom. This is also a week to bring attention to all the good work you do everyday. We hope access centers around the country join with us in reaching out to our communities to educate and advocate on behalf of media democracy.

Possible activities to celebrate **Media Democracy Week** include (but are not limited to):

► **Have your city or county council pass a resolution** proclaiming March 16-22, 2003 as **Media Democracy Week** (a sample proclamation is available at www.alliancecm.org);

► **Circulate the Petition for Media Democracy** to various groups and organizations within the community (the petition is also available at www.alliancecm.org);

► **Create a Public Service Announcement or air the Campaign for Media Democracy video** at your access center. (Available at cost for \$5.00 from the Alliance national office.)

For a full list of suggestions on possible **Media Democracy Week** activities, visit the Alliance website at www.alliancecm.org. Remember. . . this is a week for you to do what you think works in your community.



FROM THE EXECUTIVE DIRECTOR

Community Media the Sum of PEG

BY BUNNIE RIEDEL

I had three experiences in one week that reminded me of the importance of access television.

The first was seeing the "State of the County" address delivered to the local Chamber of Commerce by my county executive. GTV, the government access channel for Howard County, Maryland, showed the entire address from start to finish without commercial interruption (of course) or post-speech pundit analysis (why not?). The video of the speech has played several times on GTV and frankly, I discovered it while channel surfing.

I was able to learn some valuable information about the financial state of my county and I was able to learn some valuable information about the challenges facing my county. For instance, the county is going to receive less money from the state for public education, but because of the population growth and the demographic changes in my county, we are going to need to build more public schools. During the recent sniper attacks in the D.C. area, my county spent an additional \$300,000 it had not budgeted to post police outside each of our schools. The snow and ice storms that have hit our area have put our snow removal budget into the red by about a quarter of a million dollars.

These facts are not just about budgets and number crunching, but have profound implications for the quality of life in my county. Howard County, Maryland prides itself on top-notch schools, top-notch storm response, low crime, good roads, superior libraries and excellent social services. James Robey, my county executive, pledges we will not experience a slippage of services and I appreciate that, but as I watched his address I realized that in order to keep the quality I've come to expect, my property taxes will probably be going up.

The simple act of GTV cablecasting that speech has allowed me to be engaged in my local community. It has

I often think of access television as a three-legged stool, Government access being one leg, Educational access being another leg and Public access being another leg. In my opinion, the stool is dependent on all three legs, not just one or two.

allowed me to become a partner in the challenges we face rather than just a passive recipient of the decisions that my local government makes.

A few days later, I traveled to York, Pennsylvania to speak to the membership meeting of YCAT, York Community Access Television. About 70 producer volunteers showed up for the meeting and it was my pleasure to watch them elect a new board of directors. YCAT has been in existence since 1975, and now it runs the channel 24/7, all because of the dedication of its volunteers. Starting in 1997, YCAT began receiving \$500 a month in support. Serving almost 95,000 subscribers, YCAT exists on \$6,000 a year plus whatever they can raise from interested citizens and volunteers. Even under these terrible circumstances, YCAT covers the city council meetings.

My purpose for speaking was to encourage the YCAT producers and to give them direction on how the next franchise renewal could be improved. Luckily there were a couple of council members in the audience so hopefully what I shared will give them the courage to improve the franchise agreement and the fate of YCAT.

At the beginning of the next week, Heidi Grace (the Alliance's communications and government relations associate) and I met new Federal Communications Commissioner Jonathan Adelstein. The purpose of the visit was to introduce the new commissioner to PEG access and establish our organization as a resource to his office on issues that affect PEG. As I laid out our materials and began to describe what PEG is, Commissioner Adelstein interrupted me and said, "You guys are really important." He also told

me that he had seen access television in his own community and he thought access was doing an excellent job. It was a pleasant visit, one that I hope will help us meet the challenges of the future.

The meeting with Commissioner Adelstein highlighted for me how important it is to make sure our regulators and elected officials are familiar with access. Whether that is getting them into the studio, or visiting them in their offices, making sure that people understand what it is we are accomplishing is critical to our very survival.

Access is not one-dimensional or easily categorized. It is expanding as new technologies both direct and are informed by it. I often think of access television as a three-legged stool, Government access being one leg, Educational access being another leg and Public access being another leg. In my opinion, the stool is dependent on all three legs, not just one or two. It is these three legs that often serve different functions but depend on one another to fully deliver necessary information to the community.

It often strikes me as I describe access to people how neatly the functions of PEG fit together. What one does not or cannot do, the other can and will. The Alliance for Community Media is committed to upholding all the components of PEG access television. Each and every community in America needs all three, Public, Educational and Government. Working together we can assure that the need is met.

Bunnie Riedel is executive director of the Alliance for Community Media. Contact her at briedel@alliancecm.org

2002-2003 ALLIANCE BOARD OF DIRECTORS

Brian Wilson **Chair, At Large**
City and Country of San Francisco
875 Stevenson, 5th floor
San Francisco, CA 94103
Voice: 415.554.0894 / Fax: 415.554.0854
Email: brianwilson@sfgov.org

Frank Clark **Vice Chair, Strategic Planning Chair**
City Hall
801 Plum St., Room 28
Cincinnati, OH 45202
Voice: 513.352.5307 / Fax: 513.352.5347
Email: frank.clark@rcc.org

Nancy Richard **Treasurer, At-Large**
Plymouth Area Community Access Television
130 Court Street Rear
Plymouth, MA 02360
Voice: 508.830.6999 / Fax 508.830.9666
Email: nrichard@pact.,org

Ruth Mills **Secretary**
Whitewater Community Television
c/o Indiana University East
2325 Chester Blvd.
Richmond, IN 47374
Voice: 765.973.8488 / Fax: 765.973.8489
Email: rumills@indiana.edu

REGIONAL CHAIRS & REPRESENTATIVES

James C. Rossi, Jr. **Mid-Atlantic Chair, Chair of Chairs**
C-NET
243 South Allen St., Suite 336
State College, PA 16801
Voice: 814.238.5031 / Fax: 814.238.5368
Email: jrossi@vicon.net

Tom Bishop **Central States Chair**
Norwood Community Television
PO Box 12366
Norwood, OH 45212
Voice: 513.396.7509 x10 / Fax: 513.396.5551
Email: bishop@nctonline.org

Patricia Garlinghouse **Southwest Chair**
Houston MediaSource
3900 Milam
Houston, TX 77006
Voice: 713.524.7700, x13 / Fax: 713.524.3823
Email: patg@houston-mediasource.org

Robert Neal **Northwest Chair**
1108 N. Cedar
Tacoma, WA 98406
Voice: 253.756.1667
Email: bneal@thewiredcity.net

Steve Ranieri **Western States Representative International Chair**
Quote...Unquote, Inc.
POBox 26206
Albuquerque, NM 87125
Voice: 505.243.0027 / Fax 505.243.5883
Email: sranieri@quote-unquote.org

Debra Rogers **Northeast Representative Conference Planning Chair**
Executive Director
Falmouth Community Television
310 Dillingham Ave.
Falmouth, MA 02540
Voice: 508.457.0800 / Fax: 508.457.1604
Email: deb@fctv.org

Matthew Schuster **Midwest Chair**
Lake County
18 N. County St., 6th Floor
Waukegan, IL 60085
Voice: 847.377.2159 / Fax: 847.782.6090
Email: mschuster@co.lake.il.us

AD HOC COMMITTEES

Paul Berg **Organizational Development**
Newton Communications Access Center, Inc.
PO Box 610192
Newton, MA 02461-0192
Voice: 617.965.7200 x17 / Fax: 617.965.5677
Email: paulb@newtv.org

Harry Haasch **Information Services**
Community Television Network
425 S. Main, Suite LL 114
Ann Arbor, MI 48104
Voice: 734.994.1833 / Fax: 734.994.8731
Email: hhaasch@ci.ann-arbor.mi.us

Karen Toering **Grassroots Chair**
The Gryphon Group
6214 51st Place South
Seattle, WA 98118
Voice: 206.721.1296 / Fax: 206.721.5233
Email: karenatseattle@yahoo.com

AT-LARGE

Melissa Mills
DATV
280 Leo St.
Dayton, OH 45404
Voice: 937.223.5311 / Fax: 937.223.2345
Email: melissa@datv.org

Miguel Ortega
Access Tucson
124 E. Broadway
Tucson, AZ 85701
Voice: 520.624.9833 / Fax: 520.792.2565
Email: miguel@access.tucson.org

Jackie Steven
Arlington Community TV
2701 C Wilson Blvd.
Arlington, VA 22201
Voice: 703.524.2388 / Fax: 703.908.9239
Email: jax@channel33.org

DISCRETIONARY APPOINTEES

Alan Bushong **Board/Personnel Development**
Capital Community Television
PO Box 2342
Salem, OR 97308-2342
Voice: 503.588.2288 / Fax: 503.588.6424
Email: cctv@teleport.com

James Horwood **Legal Affairs Appointee**
Spiegel & McDiarmid
1333 New Hampshire Ave. NW
Washington, DC 20036
Voice: 202.879.4002 / Fax: 202.393.2866
Email: james.horwood@spiegelmc.com

Kevin Reynolds
5520 North Bloomfield Rd.
Canandaigua, NY 14424
Voice/fax: 585.394.3028
Email: reynolds@netacc.net

Nantz Rickard
DCTV
901 Newton St. NE
Washington, DC 20017
Voice: 202.526.7007 / Fax: 202.526.6646
Email: dctv@starpower.net

'Talk Amongst Yourselves...'

Information, resources, networking and national office announcements are available day or night. The Alliance hosts three listservs to help you:

The ACCESS FORUM list is open to anyone interested in community access. To sign-up, interested persons should send a message to: access-forum-subscribe@lists.alliancecm.org.

The ALLIANCE ANNOUNCE list is open only to members of the Alliance for Community Media. Members should send a request to: alliance-announce-subscribe@lists.alliancecm.org.

To subscribe to the Alliances' EQUAL OPPORTUNITY list, send an email to alliance-eo-subscribe@lists.alliancecm.org. After subscribing you may write messages to: alliance-eo@lists.alliancecm.org

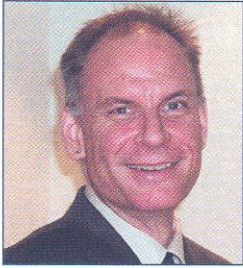
USEFUL CONTACTS

ALLIANCE FOR COMMUNITY MEDIA
666 11th St. NW, Suite 740
Washington, DC 20001-4542
202.393.2650 voice / 202.393.2653 fax
Email: acm@alliancecm.org
www.alliancecm.org

FEDERAL COMMUNICATIONS COMMISSION
The Portals
445 12th St. SW, Washington, DC 20024
202.418.0200 voice / 202.418.2812 fax
www.fcc.gov

YOUR FEDERAL LEGISLATORS

The Honorable _____
United States Senate, Washington, DC 20515
The Honorable _____
United States House of Representatives
Washington, DC 20510
or call 202.224.3121
on the web at <http://thomas.loc.gov>



FROM THE ALLIANCE CHAIR

The Yin and Yang of Government and Access

BY BRIAN WILSON

In the early '90s I was operations manager of LMC-TV. Once a month the mayors of Larchmont and Mamaroneck, New York would descend upon our little studio and tape a talking heads program. They arrived, sat down in front of a generic set, clipped on their mics and I called "action." Within an hour the program was done and on the channel. The same was true of the town supervisor, The League of Women Voters, the Democratic and Republican parties, and our Congresswoman, Nita Lowey.

Nothing sold local government more on access than the mayor walking down the street and having residents comment on the program. And personally, nothing made me happier than when Nita Lowey told network reporters to step aside during her re-election victory party to give Access her first live interview after winning. Move over ABC, LMC-TV was there to stay. Those experiences were well remembered by politicians when it came time to renegotiate the franchise, or publicly defend access when there was a programming controversy. Times have changed and technology has advanced. But, the symbiotic relationship between government and access remains. Yin and yang. We need each other.

I now sit on the other side of the coin. I'm a government regulator and analyst. My job is to create, implement and oversee policies that govern franchisees occupying our Public Rights of Way (PROW) and to administer the grant for the management of the city's Public Access channel and facility. I interact with telecom companies, cable providers, overbuilders, constituency groups, elected officials, access producers and the list goes on. Government needs to look to you to provide access to the public, support in the provision of services and its struggle to insure that authority over the PROW remains local.

Why care about local authority over the PROW? Because it is the industry's occupancy of those PROWs that translates to the lifeblood of access, funding through franchise fees, and demanding that

telecommunications operators provide "green space" for public use. We, in our government role, need to better understand your needs and mission, and you need to better understand the issues and threats cities face from the industry, lobbyists and even the state and federal government. Given current politics and difficult financial times, this should give us all pause for concern.

During recent negotiations with a telecom provider in San Francisco, it was our grassroots community, a coalition of local nonprofit media arts organizations and Access San Francisco, that kept the community's concerns on the front burner of those discussions. But in the last year, several bills were introduced in Congress, and NARUC, a national association of utility commissioners, in support of a "one size fits all" franchising process, came dangerously close to passing a resolution favoring federal leadership. The passage of this or anything like it poses a serious threat and has a direct impact on what access centers do. We need you to embrace our cause and turn out the grassroots support to hold government's feet (including local) to the fire. We need your support in our effort to facilitate real competitive broadband deployment. And we need you to understand so you can educate your grassroots supporters and they will understand.

Likewise, you need us to protect your interests, defend your appropriations and programming when citizens call for removing programs from the channel, or tight budgets call for cinching the belt and elected officials eye franchise fees. There are many opportunities to demonstrate the depth and capacity that access has to reach the public in support of government. The obvious is programming by and for local officials, but there are other examples and models—websites, web streaming and archiving of programming, and offering a variety of telecommunications services beyond video. Digital compression has the potential of offering six channels where there was just one. WiFi (802.11) might be explored as a way of providing wireless

internet accessibility, checking out the appropriate card to laptop users like a library book or a video camera, for use at the access center. Combined with e-Government and I-Nets the list of support to government grows.

A recent study by Elway Research, Inc.¹ found that 55 percent of citizens pay "a lot" of attention to local government. Thirty-four percent thought they were poorly informed by local government, and 47 percent rated government information to be fair. When asked how they would most like to receive information about their local government, 46 percent said television and 77 percent of those said their local programming channel. Sixty percent said they had web access and 89 percent of those said web programming was something they would like to have. In San Francisco, about 48 percent of cable subscribers watch access for government information.²

We in access may argue against numbers and ratings, but they are the barometer that most people understand. In the mid-80s I was a writer on a CBS TV show that was cancelled for ratings in the 5.0 range. Recently Lifetime TV won the ratings sweep in cable with a 2.0+ rating. Times have changed. But here in San Francisco, in 2002, SFGovTV had ratings of 10.7 and a market share of 22.8, representing more than 48,000 viewing homes, and Access San Francisco had a 1.5 rating and 3.1 share. That's better than A&E. Make room Lifetime, access is here to stay.

This appears to be a partnership to me. By improving our mutual understanding of our respective roles and responsibilities we can better serve each other in Alliance.

¹ 2001 Elway Research, Inc, Seattle, WA, statistically valid phone survey.

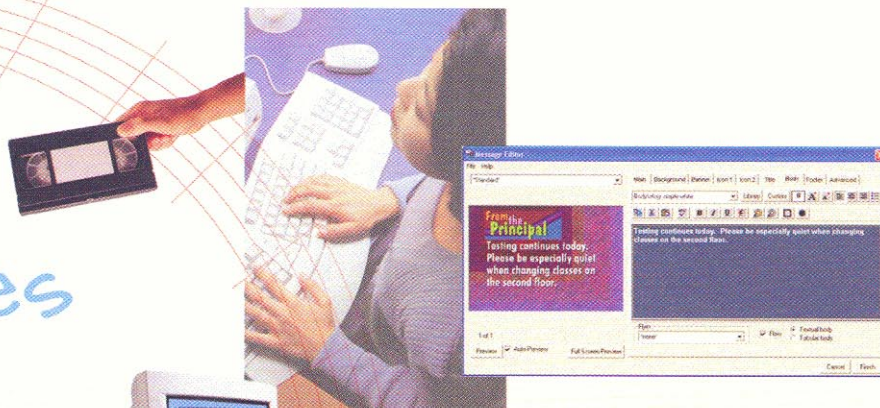
² 2002 Pacific Research Institute, Viewership Study

Brian Wilson is chair of the Alliance for Community Media and a former PEG ED and currently a public policy, planning and compliance analyst for the City and County of San Francisco. Contact him at Brian.Wilson@sfgov.org.

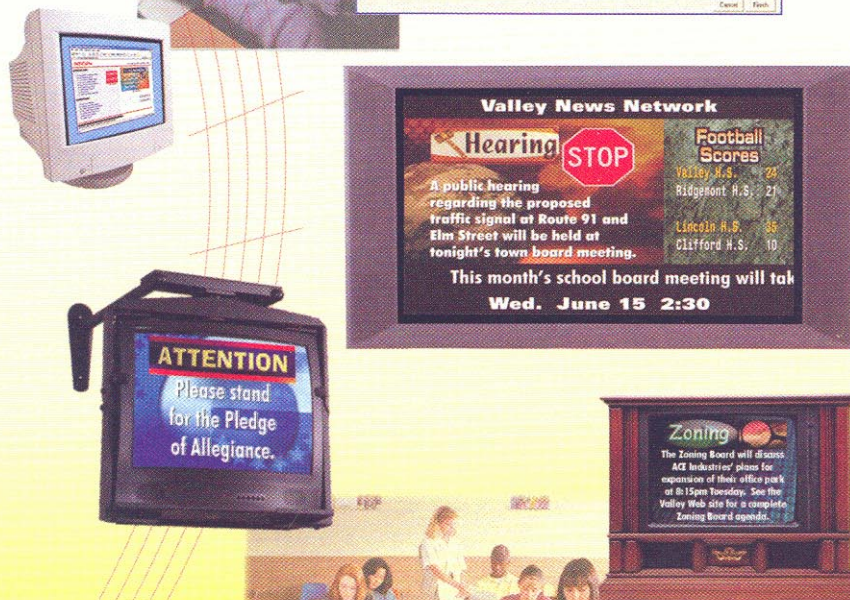


Better Communication is Easy

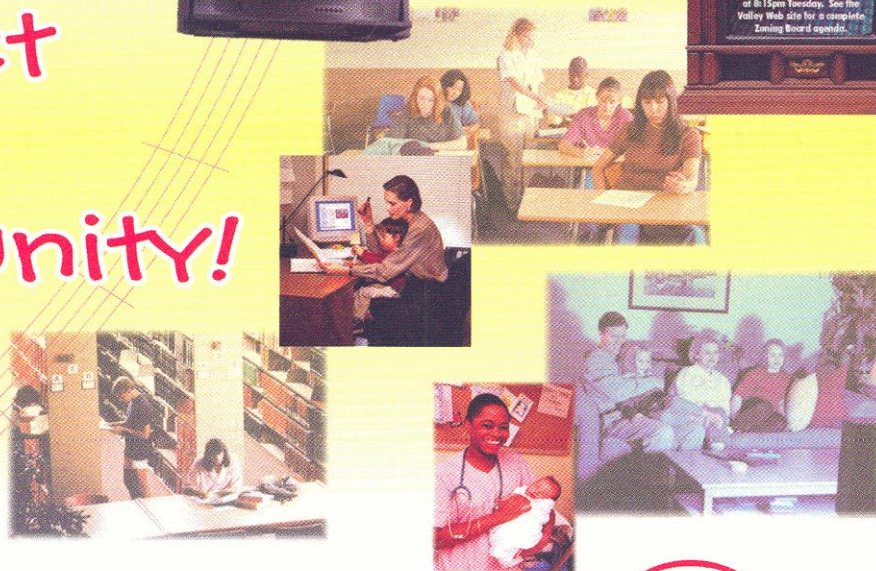
1.
Make
messages



2.
Deliver
messages



3.
Connect
your
Community!



1.800.724.4044
www.targetvision.com



The winter 2003 issue of the Community Media Review looks at political voices found throughout community media. Political programming is an important part of the diverse spectrum of voices that make up the community media family. It's not just city and county council meetings. It is lively debate and commentary on issues, detailed campaign information, circulation of community news and events, and information from governmental organizations. Political voices come from individual people, community groups, nonprofit organizations, aspiring politicians, elected officials, and branches of government. After all, politics is not just policies and governing, it is about a wide spectrum of voices and opinions.

In particular, this issue benefits from the timing of the midterm elections, giving us a great opportunity for discussion on campaigns and community media. In this issue: **Lurline McGregor** describes Ölelo's experience in the recent elections. **Robin Gee** and **Al Johnson** discuss how CityTV in Santa Monica used the Internet as a portal. There are also stories from the election trail by **Kyrsten Thompson** and **Joan Gerten** from Roseville, Minnesota and **Chris Verdugo** from Contra Costa, California. **Area Madreas** and **Tracy Westen** from the Center for Governmental Studies write about the Video Voter Project and important role community media plays. **Brenda Trainor** discusses the Campaign Video-On-Demand project in Pasadena, California. **Jim Horwood** and **Allison Driver** provide legal insight on political speech and community media.

POLITICAL & GOVERNMENT VOICES ON COMMUNITY MEDIA

But political uses of community media extend beyond campaigns and elections. **Greg Vawter** tells us how Hillsborough County TV has grown and expanded its government access operations. **Rosa Leonardi** provides two tales of political programming in Salem, Oregon. **Keith Moore** and **Carmen McKeehan** describe how public access can be a powerful tool in getting out a message. **Curtis Henderson** and **Joe Heisler** write about the impact of Boston Neighborhood Network's political programming. **James Harvey** discusses the Salt Lake County government access project in Utah. **Mark Neuman** describes how the Fairborn, Ohio government access channel has become "the" city channel. **Thomas Dea** discusses the ways Tampa TV looks for new programming.

Many politicians and government organizations have also realized the political uses of community media. **Barbara Popovic** describes how Alderman Stone of Chicago, Illinois has become a patron and supporter of public access. **Autumn Labbé-Renault** profiles Yolo County Commissioner and community media user Dave Rosenberg. This issue also includes a brief description of how the **National Guard Office Counterdrug Program**, **U. S. Department of Education**, **US Army** and **NASA Center for Distance Learning** are placing their programming on access channels.

Finally, we are very proud to have a message about the global impact of community media from United Nations Secretary General **Kofi Annan**.

As always, this issue is only made possible with the time and hard work of all of the authors, contributors and volunteers.

Heidi Grace is the Government Relations & Communications Associate for the Alliance for Community Media. In this role, she works to educate and advocate on behalf of Public, Educational and Governmental (PEG) access centers at the national, state and local levels. Heidi manages the online Legislative Action Center for the Alliance and monitors legislative activity in all 50 states. Ms. Grace also manages several publications including the quarterly newsletter, COMMUNITY MEDIA CONNECTION, and the monthly PUBLIC POLICY UPDATE. Heidi Grace holds a bachelors degree in political science from Florida Atlantic University and is currently pursuing a masters degree in political management from George Washington University.

The right
technology
improves
performance!

FrameRate's powerful technology combines systems and software that allow you to create, edit, and manage programming on your PEG Access Channel. You can now capture material from a variety of media sources, edit and preview the content, and create a schedule for seamless transitions in playback.

If you've ever considered launching your own channel as a practical way to inform those you serve, our expertise will be an invaluable resource throughout the process. Then, our continuing support and training will ensure success and bring public awareness as your channel becomes an integral component of your public service package.

So if your vision of the future includes a successful PEG channel, contact FrameRate for references (yes, references) and an analysis that will offer the best approach for getting started. We'll make it our mission.



Your Vision
Our Mission

Need a Television Production Vehicle?

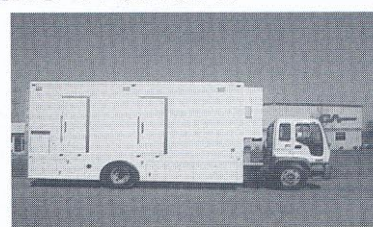
Gerling is the Most Trusted and Experienced Manufacturer of Television Production Vehicles in the World!!!



NOMAD 14-16' UNIT
(City of Troy, MI)



SUPER NOMAD 17-19' UNIT
(City of Royal Oak)



STALLION 20-24' UNIT
(Tampa Access TV)

Gerling is the Global Leader in the custom manufacture of vehicles for Broadcast Television. Only Gerling has hand-built 350+ *Customized* Television Production Vehicles

Gerling's industry-leading craftsmanship, engineering power, and experience offer your organization Network Quality vehicles at prices that fit your budget. (NOMAD Base Price \$89,000)

The same skilled craftsmen that built 5 of the 7 Network Sports Trailers airing the Super Bowl last year, and 7 of 10 Production Units built last year in North America, are ready to work for you!



Gerling & Associates, Inc.
138 Stelzer Court
Sunbury, OH 43074
gerling@qn.net
www.gerlinggroup.com

Call Chris DeVol at (740)965-2888!

ELECTIONS & COMMUNITY ACCESS TELEVISION

'Ölelo Steps Up to the Challenge in Hawai'i

BY LURLINE MCGREGOR

"In the 2000 elections, Hawai'i was dead last in the nation in voter turnout."

This was my opening statement of 'Ölelo Community Television's President/CEO Lurline McGregor at a press conference May 8, 2002 that aired on virtually every broadcast television newscast that evening. "Because election 2002 will be the biggest election in Hawai'i since statehood, we at 'Ölelo feel that we should step up to the challenge to do what we can to increase voter turnout."

Dwayne Yoshina, Hawai'i Office of Elections Director, stood next to me as I then described the VOTE! 2002 campaign, a seven-part initiative that 'Ölelo was proposing in partnership with the Office of Elections to inform and encourage citizens to vote. Yoshina commented that he felt like "a kid in a candy store." "We don't have the money in our budget for this kind of educational effort," he said.

The next day, 'Ölelo was flooded with calls of support and offers to help from members of the community.

'Ölelo's Strategic Plan

'Ölelo Community Television has been O'ahu's PEG access provider for the past 12 years, serving 72 percent of Hawai'i's total population and covering 265,000 homes. Like other access centers, 'Ölelo's mission is to increase civic participation in the democratic process by promoting understanding and informed use of electronic media.

In 2001, the 'Ölelo Board of Directors took a bold step, and, following the principles of the mission statement, approved a five year strategic plan with four goals: increase the diversity of voices in the creation of programming; increase the diversity of programming; increase civic participation in community issues; and build community.

The board recognized that achieving these goals and objectives would require initiatives that would go way beyond the normal role of 'Ölelo staff as facilitators. To give the staff the necessary tools they would need, the 'Ölelo Board gave a green light to develop in-house projects that would complement the efforts and work of community producers. With five channels running 24 hours a day, there was plenty of room and airtime for such programming while preserving access for all who want to use 'Ölelo.



Setting up a Candidate Debate program on campaign reform.

VOTE! 2002

The VOTE! 2002 project was tailor-made to the strategic plan. It included the participation of diverse community members who were new to 'Ölelo services as well as the involvement of seasoned 'Ölelo producers and volunteers. The League of Women Voters, the Hawai'i State Office of Elections and Oceanic Cablevision all joined in partnership with 'Ölelo to provide different resources. The project included a broad spectrum of initiatives that were designed to overcome obstacles to voting.

The first obstacle to electoral participation is decreased citizen interest, as evidenced by the declining percent of the population that now casts ballots. Hawai'i has not been immune to this nationwide apathy as demonstrated in the decline from 80 percent of registered voters casting their ballots in the 1980s to 44 percent in the general election of 2000.

The second obstacle to citizen participation is the role of money and corresponding limits on candidate access to the public. There have been legislative attempts to address campaign finance reform. These attempts, such as limitations on campaign expenditures, have often been complicated by their intrusion into freedom of speech, a fundamental requisite of democracy.

The VOTE! 2002 proposal was made up of initiatives designed to overcome these obstacles. It was also strategically planned so that different initiatives would be implemented progressively over the course of the next six months.

The Seven Initiatives

Business Leader Presentations. 'Ölelo's CEO and COO presented the VOTE! 2002 campaign to the business community through presentations at O'ahu Rotary Clubs. Voter information prepared by the Office of Elections was handed out to business leaders who were then challenged to motivate their

The VOTE! 2002 project...included the participation of diverse community members who were new to 'Ölelo services as well as the involvement of seasoned 'Ölelo producers and volunteers. The League of Women Voters, the Hawai'i State Office of Elections and Oceanic Cablevision all joined in partnership with 'Ölelo to provide different resources. The project included a broad spectrum of initiatives that were designed to overcome obstacles to voting.

employees to vote in the upcoming elections. The initial presentations took place in June and continued throughout the elections.

We The People. To allow candidates to hear from the people who would be casting their ballots in November, staff took PD 100's to community meetings and events to tape interviews with citizens who were asked to express their opinions and concerns about the issues facing Hawai'i. These programs aired throughout June and July.

Celebrity Promo Campaign. Well known Hawai'i celebrities and community leaders, from bank presidents to entertainers, spoke personally about the importance of voting. The messages also included educational information about electoral procedures and where to get more information. Over 20 such PSAs were produced, some in other languages. They began airing in September and continued until the general election. They were distributed to commercial television stations and other Oceanic cable channels.

What's Your Vote? Representatives of six groups, including college students, senior citizens, labor unions, social service and nonprofits, political party heads and business leaders discussed, in depth, issues affecting their communities. These taped discussions were moderated by professional journalists. The forums aired in August, September and October and were additionally available free on Oceanic Cablevision's iControl Video on Demand.

Candidates in Focus. This well-used service that 'Ölelo has offered every O'ahu and statewide candidate for the past 12 years provided candidates the opportunity to tape a seven-minute message. CIF began airing three weeks before the primary election. All eligible candidates for the general election were invited to tape a new message, which started airing three weeks before the general election. CIF was available on Oceanic's iControl as well as 'Ölelo's website, where the videos could be viewed on demand.

Candidates Debate. This was the crown jewel of VOTE! 2002. From September through November, 'Ölelo ran one-hour political debates every week-night during prime time. The live debates were produced and moderated by Bob Rees, a local political commentator who produces *Counterpoint*, a weekly current events talk show on 'Ölelo. In all, there were 45 debates involving nearly 200 participants.

Precinct Officials Training. In October, with a live audience, 'Ölelo taped a training conducted by the Office of Elections. This program was shown on 'Ölelo and served as a training tool for everyone who worked at the polling locations in November.

As noted, some programs were additionally distributed to



'Ölelo volunteers engineering a Candidate Debate program from a make-shift control room.

broadcast television, Oceanic Cablevision's iControl Video-On-Demand and 'Ölelo's videostreaming service on www.olelo.org. All programs, except *We the People*, were distributed to the neighbor island access centers for cablecast.

Candidates Debate: The Crown Jewel

The *Candidates Debate* series included primary and general election debates for candidates seeking office for Honolulu City Council, Hawai'i State House of Representatives and Senate, Lieutenant Governor, U.S. Congress, Office of Hawaiian Affairs and the

Board of Education. Also included were debates on proposed amendments to the state constitution and debates among the six chairs of the political parties eligible to be on Hawai'i's ballot.

'Ölelo assigned an employee as director of the series, who was joined by nine dedicated volunteers. To facilitate the 45 debates, the volunteer moderator handled the arrangements, scheduling and logistics of the program. To ensure that there would be no biases, the League of Women Voters developed the questions.

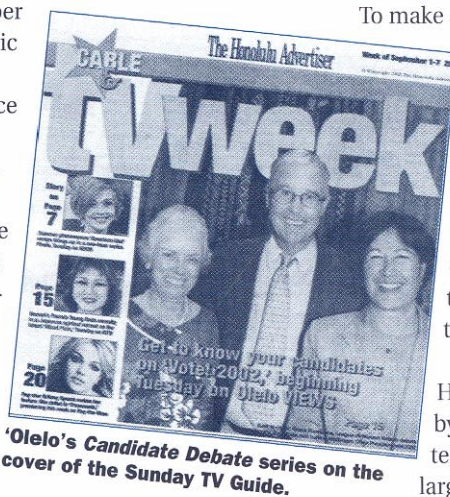
The debates were scheduled for 6:30 p.m. weeknights, immediately following the half-hour devoted to Hawai'i's local newscasts. This made it easy for viewers to simply switch to 'Ölelo following the news.

To make sure the candidates knew they could participate, all who filed for office were sent letters informing them of their opportunities to debate on 'Ölelo, and also to be part of *Candidates in Focus*. No candidate who wanted to debate and whose opponent was willing to debate was turned away. In fact, where opponents were unwilling to debate, candidates were nevertheless invited to participate, and several candidates took advantage of this opportunity.

The 45 live debates caught the attention of Hawai'i's press and the series was well covered by mainstream newspapers and commercial television. *The Honolulu Advertiser*, Hawai'i's largest circulation daily paper, for example, listed each evening's debate in its Hawai'i political section of that morning's paper. Newscasts on commercial television featured excerpts from the debates and 'Ölelo gladly supplied the stations with tapes.

When the debates began on September 3, it quickly became apparent to the candidates how important the series would be for them. When Speaker of the State House of Representatives Calvin Say debated his opponent, he commented to the crew, "You know, this series is a big hit. It's having a major impact, and all the legislators are talking about it."

Another candidate, House Representative Marilyn Lee, said



during her debate, "I think the issue of campaign finance reform is very important. One of the things that struck me when we were invited to debate—this is almost, sort of like the beginning of what could be public financing where the media plays a big role in helping the candidates to get their message out."

The candidates who participated in the debates greatly appreciated the opportunity, and, with the exception of two people, used it with respect for the voters. The producers whose programs were moved from their usual time slots to accommodate this ambitious undertaking were, for the most part, understanding and patient. They were returned to their assigned times as soon as the debates ended.

The Results

In terms of actual voting, the percent of registered voters who voted in the general election of 2002 continued to decline, but at a far reduced rate. Forty percent of Hawai'i's registered voters voted in the primary, while 57 percent voted in the general election.

Ward Research, a local market research company, conducted a phone survey from November 8–14, 2002, to evaluate the impact of voter information programs on voter behavior in the 2002 elections.

They found that one in six registered voters reportedly tuned into at least one of 'Ölelo's three voter information programs: *Candidates Debate*; *Candidates in Focus*; and *What's Your Vote?* By comparison, two in six reported watching the debates aired on network television.

Candidates Debate led in reported viewing although *What's Your Vote?*, which had the smallest audience, had the greatest impact on its viewers, who said that it either encouraged them to vote or influenced them to change their vote. This was twice as many as the proportions saying this about *Candidates In Focus* and *Candidates Debate*. The network debates, which garnered the largest audiences, had the least impact relative to encouraging voters to vote and influencing their decisions.

Of those who watched at least one *Candidates Debate* program, 44 percent found it very valuable. In contrast, only 26 percent of those who watched debates on commercial television, where the formats tended to be restrictive, found them to be valuable.

Voters most preferred a debate format, rating highest a debate between candidates led by a facilitator (*Candidates Debate*). Their second preference was for a panel led by journalists. Voters least preferred programs featuring only the candidates, giving even lower ratings to a format in which candidates speak without questioning. Lowest-rated by voters was the campaign ad format.

The number of hits on 'Ölelo's videostreaming service for *Candidates in Focus* grew progressively between September and November, starting at 1410 hits for the month of September and ending with 2014 hits for the first week of November.

The anecdotal reports about the VOTE! 2002 initiatives are as interesting and relevant as the scientific data. Candidates who debated on *Candidates Debate* commented on how many of their constituents saw and said something about the programs.

Short of drastic campaign finance reform laws being passed, public access is one of the few ways to equalize the playing field between incumbents and challengers. If the community has not figured out for themselves the incredible public access tool we have to offer, then let's get out there and show them.

Gordon Trimble, a winner in one race for the state senate, attributed his victories in the primary and then in the general election to his appearances on 'Ölelo. Trimble wrote, "If we are ever to get away from the more unseemly character of the election process, it will be because others in the media will emulate what 'Ölelo is now doing." Charles Djou, another candidate, who successfully ran for Honolulu City Council, wrote: "These debates on 'Ölelo are among the most effective means of discovering who the candidates are and what they stand for."

Even outgoing Governor Ben Cayetano weighed in, saying "these [debates] offer a crucial way for voters to get the information they need to make an informed choice, and will help to bring about better public policy and decision making overall."

What Can We Conclude?

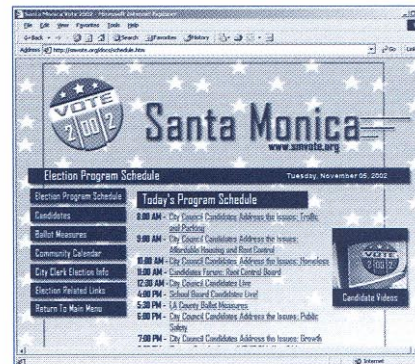
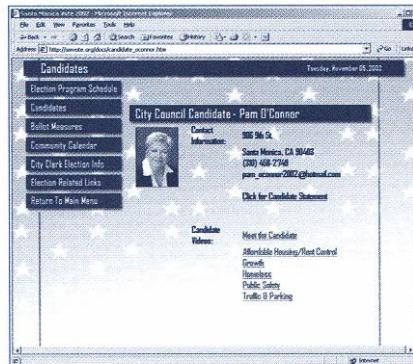
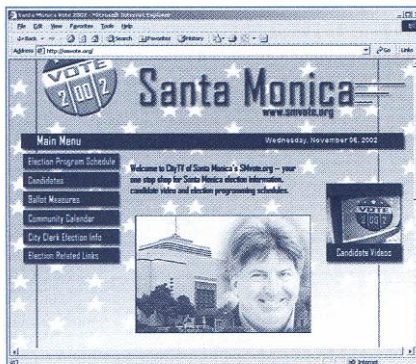
VOTE! 2002 was a very ambitious undertaking and everyone involved in the production of the campaign breathed a huge sigh of relief at the end of the last *Candidates Debate* on November 4th. All that we intended to accomplish was carried out, from Rotary Club speeches to the six *What's Your Vote?* forums to more than 20 celebrity PSAs. Over 330 hours of programming were cablecast, time that would have been financially prohibitive on broadcast television.

Pertaining to 'Ölelo's strategic goal of building diversity in the creation of programming, VOTE! 2002 was unquestionably successful in introducing the legislators and other community leaders to 'Ölelo's facilities and services. The hundreds of new people who entered the facility or heard the Rotary Club presentations speak for themselves. 'Ölelo's challenge will be to keep this new momentum going.

A great deal of staff time was needed to manage and facilitate each initiative of VOTE! 2002. Equally critical and important to the project were the community partners and most of all, the producers and volunteers who supported 'Ölelo. A project as ambitious as *Candidates Debate* could not have been carried out without the commitment of moderator Bob Rees, who also produced the shows. 'Ölelo is indebted to everyone who gave so much of themselves for VOTE! 2002.

Short of drastic campaign finance reform laws being passed, public access is one of the few ways to equalize the playing field between incumbents and challengers. If the community has not figured out for themselves the incredible public access tool we have to offer, then let's get out there and show them.

Lurline Wailana McGregor has been the president/CEO of 'Ölelo Community Television in Honolulu, Hawai'i, for the last five and a half years. Under her direction 'Ölelo has expanded its facilities to include two satellite centers with more on the way. She can be contacted at lmcgregor@olelo.org.



Creating an Election Information Portal in Santa Monica, California

BY ROBIN GEE AND AL JOHNSON

Can a community access channel create new opportunities and new roles for itself in the community? CityTV in Santa Monica, California found one answer to that question when it did its election coverage in 2002. The channel created a web site, SMvote.org, and positioned itself as a central Internet portal in the community for local election information, while promoting its traditional television election program offerings. It gave the community a new reason to turn to CityTV for a service not found anywhere else. And, CityTV was able to also make some of its programming available via streaming video clips on the web.

It all started simply enough, with an ambitious agenda to produce 17 election programs, with over 200 airdates, for the November 2002 election. But how would the community know what was on, and when? Having the program listings available over the web seemed a logical conclusion, but listings alone did not seem a big enough incentive to get many "hits."

A review of other websites showed that there was no central location to find Santa Monica election information, and that gave us an idea. Since a voter would have to go to the state, county, and city websites to find all needed election information, and it was easy to miss something if you didn't know what you were looking for, a special one-stop election website, SMvote.org, was created. The site

offered CityTV election program schedules, candidate information, ballot measure information, a calendar of local election related events, all of the City Clerk's official information, links to local media covering the election, and links to agencies providing related information, including the County and the State election web sites. In addition, CityTV made streaming video clips available for city council and school board candidates, allowing the community to see and hear the candidates they were interested in, at their convenience.

The ballot measures section included a simple description of each measure, the impartial analysis, and the ballot measure arguments.

The candidate section included photos, contact information, links to candidate websites and statements from the candidates. Included were five *Meet the Candidate* streaming video clips for school board and city council candidates. In addition, for each city council candidate, there were five short interview video clips on the topics of affordable housing/rent control, growth, the homeless, public safety, and traffic and parking. A total of 59 videos were available through SMvote.org.

The website provided an important resource to candidates who had limited campaign funds. Through CityTV and SMvote.org it was possible for all city council candidates to have access to media and technology opportunities that

would be difficult to obtain otherwise.

The site provided a unique way for CityTV to market and promote its voluminous election programming schedule, as it was much easier to promote a single website than over 200 different airdates!

SMvote.org proved easy to promote with fliers, on-air promos, print ads, bus signs and banners in the community. The local library found the site to be an easy resource to refer the community to as well.

Having high quality original content is key to the success of any cable channel today. And, for community access channels, producing local election programming can provide viewers with that high quality original content while providing relevant, vital information to the community. Creating a companion election website to go with the election programming can be a logical partnership that serves both the community and the community access channel well. More than ever, the community turns to CityTV as a valuable resource, especially during local elections.

Robin Gee is the cable TV manager for the City of Santa Monica, California and manages CityTV, the city's government access channel. Al Johnson is the production supervisor for CityTV of Santa Monica and coordinates all productions for CityTV. CityTV has been honored with numerous national and local awards, including seven local Emmy Awards. Robin can be reached at robin-gee@santa-monica.org and Al can be reached at al-johnson@santa-monica.org.

Election Coverage Using Community Television and Internet Streaming

BY KYRSTEN THOMPSON AND JOAN GERTEN

CTV pre-election coverage in Roseville, Minnesota traditionally includes *Candidates Speak Out*.

Each candidate is invited by certified mail to participate and allowed 10 minutes of studio time to present their message. We provide the crew, but candidates must bring their own interviewers.

Participation increases every year as candidates discover the worth of our service. This year it included several statewide candidates, including five gubernatorial candidates.

In addition, staff and volunteers tape candidate's forums organized by the League of Women Voters, local chambers of commerce and the cities and school districts in our viewing area. *Forums* and *Speak Outs* are cablecast on the channels for three weeks preceding elections and promoted with paid advertising.

Candidates are invited to appear live as we report election night results. We enlist local volunteers as interviewers and have been able to draw former candidates and city officials.

Last year we moved our coverage to a local college banquet room and incorporated the students into the program. They created packages, operated cameras and did some announcing. We invited all candidates to bring their families and campaign workers to watch the results.

The local press appreciates the chance to attend and interview candidates for their own coverage.

Looking back on the 2002 elections, the impact of CTV's streaming capability is

becoming more and more evident. The website statistics speak for themselves. They are the first concrete estimate of viewership that we have concerning our pre-election coverage. In September, October, and early November, there were 1070 visits to <http://elections.ctv15.org>. Politicians, voters, and the community at large were going to our website, in addition to others that were watching our community television channels to learn more about the candidates on their ballot.

Upon visiting the website, community members were participating in a form of interactive community television. Our popular annual program *Candidates Speak Out* was available to viewers in a new and innovative way. Rather than waiting to watch the program on cable television, a person could access a specific candidate's 10-minute program on demand via the internet using QuickTime web streaming. The program was available as a free download which could be accessed from our website. As an added bonus, there was no need to watch the entire two hours of video from start to finish. The candidate segments were available for viewing in any order. It was possible to watch only the segments that were of interest. In addition to *Candidates Speak Out*, our pre-election candidate forums were also available on the internet.

The 2002 election was unique due to the recent redistricting of Minnesota. CTV was dealing with a larger number of statewide candidates than usual. Having *Candidates Speak Out* available on the internet meant that viewers outside our 10

cities could access information about statewide candidates, so our target audience was expanded. For the first time in memory we had candidates for statewide offices participating in our pre-election coverage. We produced segments for many state auditor, secretary of state and gubernatorial candidates.

Using web streaming to deliver programming changes the production process for a show like *Candidates Speak Out*. The ultimate goal of the production has now evolved along with the method of delivery to the community. The program is now designed for both television and the internet. Some of the new considerations include modified set design and graphics. For instance, simplicity of design and clarity of graphic information is now more important than ever since the segments are destined to find a home on a website, where the programs will be viewed on a smaller screen than usual. The editing process has also changed quite dramatically. The end result of the production is really two finished products. The first is a program edited to tape, while the second is a digital file on our video server. Since next year's election coverage will also be a hybrid of community television and internet streaming, we will continue to explore the marriage of these technologies.

Joan Gerten is the marketing specialist and volunteer coordinator for CTV 15. Joan can be reached at jgerten@ctv15.org. Kyrsten Thompson is CTV's production supervisor and training coordinator. For comments or questions concerning our election coverage, please email kthompson@ctv15.org.

Contra Costa Television Surveys Election Viewers

BY CHRIS VERDUGO

In November 2002, Contra Costa County, California ran a viewer survey of its *Election Preview* and live election results coverage on its government access channel, Contra Costa Television. We wanted to know if our viewers throughout the county found this kind of programming to be useful. We kept it simple: just four questions. The first question, a general one about our preview programming, was answered in the affirmative, 56 percent of the respondents thought that the candidate forums held in our studio was at least somewhat helpful. When we asked whether the programming helped viewers decide whether or not to vote, the num-

ber jumped up to 63 percent in the affirmative. The same number responded in the affirmative when we asked whether the programming helped them decide which candidates or issues to vote for. Fifty-seven percent of our viewers who responded thought that our LIVE election night results were valuable. The survey was conducted on our interactive bulletin board using Response Television software.

Chris Verdugo is Contra Costa Television's Production Manager, has over 20 years of experience in community television and can be reached at cverd@contracostatv.org.

Video Voter Information

HOW COMMUNITY MEDIA CAN EDUCATE VOTERS (and Save American Elections at the Same Time!)

BY AREA MADARAS AND TRACY WESTEN

How bad is it today? The costs of political campaigns have skyrocketed since the first paid political advertisements were run in the early 1950s. Politicians are pouring rapidly increasing sums into radio and television advertising (over \$1 billion in the 2002 elections). Many candidates now spend more time raising funds than they do discussing campaign issues or meeting with voters.

Ironically, despite the explosive increase in political advertising, voters are scarcely better informed about candidates and issues than they were 50 years ago. One reason is that political TV ads are too often shallow, distorted, trivial and mean. Thirty-second negative "hit pieces" typically highlight flaws or omissions (sometimes minor, distorted or even fabricated) in an opponent's record (a controversial vote, a personal indiscretion) and then magnify them to monumental proportions. The ads attack, but they rarely propose reforms or communicate significant information about the sponsoring candidate.

Elected officials are discouraged from taking public stands on controversial issues, fearing that a 30-second negative campaign ad will distort their positions out of proportion. Candidates who do run for office are encouraged to state their views in blandest terms (all candidates are invariably "for education"), hoping to immunize themselves against attack.

Of course, the attacks come anyway, and democracy is the loser. Just think if the airline industry employed the same marketing technique that political advertisers do. If one airline railed against another, citing unsafe records and highlighting the danger of flying with the competitor, they might win your next ticket sale. But the competitor would retaliate with their own attack ads, and ultimately the industry as a whole would be compromised as people saw all these negative ads and began to surmise that air travel itself may not be safe, regardless of the carrier. Airline marketing teams know better than to make people uncomfortable with the concept of air travel as they focus on the bigger picture for the industry. If only politicians were as savvy, but instead they concern themselves only with who wins that next election, and not how the industry of politics is seen as a whole.

Public attitudes toward elected officials continue to worsen. A *Los Angeles Times* poll reported that 53 percent of Californians believe their legislators are "taking bribes," two-thirds think "most state legislators are for sale to their largest campaign contributors," a large percentage believes "state government is pretty much run by a few big interests rather than for the benefit of all the people" and the average respondent thinks that nearly one-third of legislative and executive branch members attained their positions "by using unethical or illegal methods."

Voter turnout has now dropped from 63 percent in 1960 to under 50 percent in national elections, the lowest average of any

industrialized democracy. In some local races, voter turnout has dropped to 10 percent. Some of this is caused by negative advertising, which is often designed to depress voter turnout. Low voter participation effectively turns representative democracy into a surrogate democracy, allowing a small percentage of the population to select a government for the rest.

There are, of course, other causes of voter dissatisfaction—most significantly, campaign financing abuses. But even the problems of campaign financing and political television are linked. Candidates need to raise money because they need to purchase expensive media time.

Free Media Time Can Help, But For Whom?

Since the dawn of broadcasting, politicians have sought access to the airwaves that broadcasters control. These efforts have had some limited successes—the "reasonable access" and "equal time" doctrines allow federal candidates to purchase time at the "lowest unit rate"—but the political and economic clout of the broadcast industry have squelched most subsequent efforts at obtaining "free time" for candidates.

U.S. Senator John McCain and others have recently introduced legislation to provide federal candidates with vouchers enabling them to obtain free radio and television political advertising time. This effort is to be strongly applauded. But even if successful, the legislation would not help the other 93 percent of candidates who run for election every year in this country: state and local candidates. And it would not diminish the flood of negative advertising.

Voter information is most sorely needed at the local level, where 93 percent of all elections take place. It would be financially and logistically impractical to ask broadcast stations to devote free airtime to all these candidates (over 200,000 a year). Yet these local offices are the very races about which voters know the least and have the fewest other sources of information.

So, where can voters turn for information about state and local candidates and ballot measures?

The Untapped Solution

The solution to inadequate voter information may actually be as close as your local cable TV PEG access system. The Center for Governmental Studies (CGS) has worked for years to help candidates and public interest organizations to create meaningful voter information. Video information (debates, interviews, short position statements) on candidates and ballot measures is for many the ideal form of voter information. Even better, obtaining this video information on-demand allows voters to obtain the information they need at times of the voter's choosing.

Having candidates create their own video materials creates disparity between candidates based on their financing; those with more funds can create better-looking video. Independent public interest organizations have difficulty producing the videos centrally because of their cost and because of the difficulty in

Community media outlets like government and public access channels have several distinct advantages over broadcasting as a medium for political communication.

▲ *First*, the cablecast footprint of most community media outlets is narrower than a local broadcast station's footprint...Community media channels can focus on the elections of particular concern to their communities.

▲ *Second*, the mission of the community media outlet typically involves a mandate to serve the community in which it exists, so the production and distribution of local voter information helps them fulfill their mission...

▲ *Third*, community media outlets can experiment with a wide array of program formats. They can present candidates debates, talking head issue statements, roundtable discussions or interviews. Best of all, candidates using these formats almost never employ "negative" statements against opponents.

For these reasons, the community media outlet is truly the voter's best hope for quality local election information.

determining who are "qualified" candidates. Even if these problems can be overcome, neither the candidates nor public interest groups have easy ways of distributing the video materials.

But community access programmers have the means of production and distribution right at their fingertips: public, educational and governmental (PEG) access cable television channels. In addition, they have the community focus and will to produce the very kinds of programming which can help support local democracy.

Community media outlets like government and public access channels have several distinct advantages over broadcasting as a medium for political communication. First, the cablecast footprint of most community media outlets is narrower than a local broadcast station's footprint, which can cover dozens of local communities and jurisdictions. Community media channels can focus on the elections of particular concern to their communities.

Second, the mission of the community media outlet typically involves a mandate to serve the community in which it exists, so the production and distribution of local voter information helps them fulfill their mission. Broadcasters, by contrast, are charged by their owners with a quest for the highest possible profits, so if playing yet another rerun of *Friends* will draw a larger audience than a half hour program on local candidates for mayor, then it's pretty easy to guess what the typical broadcaster will choose.

Third, community media outlets can experiment with a wide array of program formats. They can present candidates debates, talking head issue statements, roundtable discussions or interviews. Best of all, candidates using these formats almost never employ "negative" statements against opponents.

For these reasons, the community media outlet is truly the voter's best hope for quality local election information.

Marketing, Marketing, Marketing

As wonderful as community media outlets are, they are not always the most-watched on the dial. How do we ensure that their good work does not go unnoticed? This requires creative marketing and smart implementation of new technologies. Many community programmers have developed unique promotional campaigns at low or no cost, ranging from fliers handed out to every school child, to signs on local busses, to banners over Main Street, to public service announcements placed on other channels by their cable provider. New Internet technologies can also be employed to make the information available online, whenever the voter would like to see it. This is increasingly helpful as more and more people visit government websites for elec-

tion information. Last year alone, 68 million people visited a government website, according to an April 2002 report by the Pew Internet and American Life Project.

The Digital Opportunity

Digital Video Recorders, like TiVO and ReplayTV are also poised to make a dramatic difference. The technologies employed by digital video recorders give the companies the ability to "push" programming (or a notice of the availability of that program) to a subscriber's hard drive. The digital video recording industry may ultimately become an important conduit for relevant local election information, by helping code voter registration and candidate information for easy capture in voters' homes, and even by distributing candidate and ballot measure information to subscribers' hard drives in the weeks before an election. This can set an excellent precedent for what is fast emerging as the way people will interact with their televisions in the future.

Putting It All Together

The good news is that many community media channels are already doing this. The Center for Governmental Studies is preparing a publication and video called *Best Practices in Community Video Voter Guides*, which will summarize the "best efforts" of community media channels to provide voters with candidate and ballot measure information in video formats. The forthcoming publication will be written specifically for the community media programmer, and the accompanying video will illustrate successful techniques used by community channels across the country. The guides will share the best practices and experiences of those already doing this programming with those whom would like to help be part of the solution to create similar programs in their community. The guides will include format descriptions, policies, promotion campaigns and legal rationales to help convince even the most conservative of city attorneys.

If the full potential of community media channels is utilized, the candidates and ballot measure committees all over the nation will receive free opportunities to present their views to the voters in a video format. Democracy can only be the winner.

Area Madaras is executive director of the Center for Governmental Studies' Media & Civic Participation projects and can be reached at amadaras@cgs.org. Tracy Westen is CEO of the Center for Governmental Studies, which he founded in 1983. He is chairman of the Municipal Access Policy Board for Los Angeles Channel 35, Adj. Professor of Communications Law at the USC Annenberg School of Communication, and Senior Fellow for Electronic Democracy at the Aspen Institute.

Who Are You VODing For?

Election Education with Video-On-Demand in Pasadena

BY BRENDA TRAINOR

Video on Demand (VOD) technology is becoming the "killer application" of advanced residential telecommunications companies. VOD offers subscribers the opportunity to sit in their comfy chair, point the remote control at the set top box and have movies and other videos instantaneously delivered to their television—with all the functionality of a VCR; pause, fast forward, scan, rewind, and replay. It is a technology that puts the viewer in charge of making choices about the timing, speed, and frequency of their viewing choices.

And since elections are all about choices, the opportunity to explore how people make choices with VOD and the democratic process was an obvious nexus. In cooperation with The Center for Governmental Studies (CGS—www.cgs.org) and the Pasadena Community Access Corporation (PCAC—www.pasadena56.tv), Altrio Communications supported the application of VOD technologies in the Election 2002 demonstration project to showcase how the new technology could be used to support voter education efforts.

Altrio Communications is a young company and one that prides itself on doing things differently. The company is a full-service residential telecommunications company offering voice, video and data services to communities in suburban Los Angeles over a brand new fiber optic network. Though the company just began providing service to customers in January of 2002, it has constructed a state-of-the-art telecommunications network currently serving a substantial percentage of three cities (Arcadia, Monrovia, and Pasadena) in the San Gabriel Valley. With many thousands of customers, the company's service area and advanced technology provided a perfect test environment to demonstrate the use of VOD technology for voter education.

The Project

The VOD Vote 2002 project featured

eight videos in three categories that were made available on Altrio's VOD system. Two videos addressed Los Angeles County ballot measures, three videos featured candidates for a seat in the California State Assembly, and three videos featured candidates for a seat in the U.S. House of Representatives. Launched about three weeks before the election, PCAC produced different formats for the three different categories of programming for the VOD Vote 2002 project:

▲ The two county ballot measures were each discussed in a 15-minute studio-taped conversation with a journalist moderator and a proponent and opponent on the issue. One measure was a discussion of county museum funding, and the second measure dealt with funding of health care and emergency facilities.

▲ The California State Assembly race featured three five-minute videos that were one-on-one interviews with each democratic, independent and republican candidate.

The three U.S. House of Representatives candidates were allocated five-minute videos, but used a talking head format with each of the three candidates (also democratic, independent and republican) addressing the audience directly with prepared content. The incumbent candidate sent a video that had been produced in Washington D.C.

▲ All of the programs within their category had the same or similar sets, and had consistent production values so as not to alter viewers' perceptions.

Technical and Production Considerations

When producing for the VOD format, certain considerations must be made for content. In the series of interviews for example, each candidate must be introduced as if the viewer is tuning in for the first time, as each show is a stand-alone choice. A reference to content from other videos is to be avoided and consistency in tone and questions is essential.

The additional level of production for

the VOD format is the creation of textual information to facilitate the viewers' navigation of video choice. To use VOD technology, a single channel on the viewer's television set top box is dedicated to a menu of the current offerings. In Altrio's case, some 250 titles are available. Thus, the need for menu selection categories is critical to accommodate viewers' searching needs. Altrio uses over a dozen categories to group the available titles. In addition to an alphabetical listing of all titles, Altrio groups the available titles in genre categories such as kids, drama or thriller.

And while elections might be childish, dramatic, and thrilling, Altrio determined that a new genre title needed to be created. *Elections 2002* was the category title, under which the eight video titles were listed. As the navigation menu scrolls for title selection, two additional text blocks needed to be created: one as a summary of the information, and one with detailed information that appears when the title is selected prior to acquisition. And since the format of the text blocks is designed for motion picture purchases, the text data files had to be crafted so the places reserved for listing movie stars names became the places for candidate names instead.

Races with candidates were listed alphabetically

A very time consuming and expensive process was required to transform the videos and associated text material into the VOD format. Not only did the text blocks need careful attention for the content conversion, but the videos had to be digitized and the whole package of material needed to be transformed with metadata to drive the commands and controls that allow for the digital selection, record keeping, and VCR functionalities. The conversion process cost \$1000 per hour of video material, and a substantial commitment of time to create the text files to appear in the right screen, in the correct field, with the correct amount of characters. The whole package is then loaded as a data file onto Altrio's servers in its head-

end, a process that regularly occurs via satellite for standard movie fare, but that can also be delivered via tape drive.

Great Demonstration Value:

Of course, any election education project is made most effective by fulfilling its ultimate goal of reaching the electorate. About two and a half weeks before the election, and after the production and conversion of data was received and tested for accuracy and functionality, the Altrio Elections 2002 VOD project was promoted via news release to local and trade media. Local news coverage featured the availability of the programs on drive time radio and in local newspaper columns. Trade press also provided coverage, though this probably did little to increase local utilization. So to further encourage the use by voters, Altrio's installers demonstrated the VOD capability using these titles when installing new digital set top boxes in the field.

Of the viewing results, the two ballot measure videos received the highest number of hits; possibly because they appeared first on the menu, or possibly because they were ballot measures and people were seeking out more information about the specific details that were not readily available elsewhere. Voters don't have the benefit of party affiliation in analyzing ballot measures, so it may be postulated they seek out information on such measures.

Localism may also be a factor, a viewing trend seemed to indicate that the more local the race, the greater the viewership: the county issues received 41 percent of the viewings, the state race received 33 percent, and the federal race received 26 percent.

For the two races for elected office, incumbency seems to have driven viewing. In the state race, the incumbent received 59 percent of the viewings for that race; and in the federal race, the incumbent received 50 percent of the viewings.

Another possible explanation for these statistics would require a detailed time analysis: each of the highest viewed videos was for a measure or candidate that won the election. The videos were left up for two days past the election and it is possible that they were viewed after the results were in as people seek out information about what just happened in the election.

Results

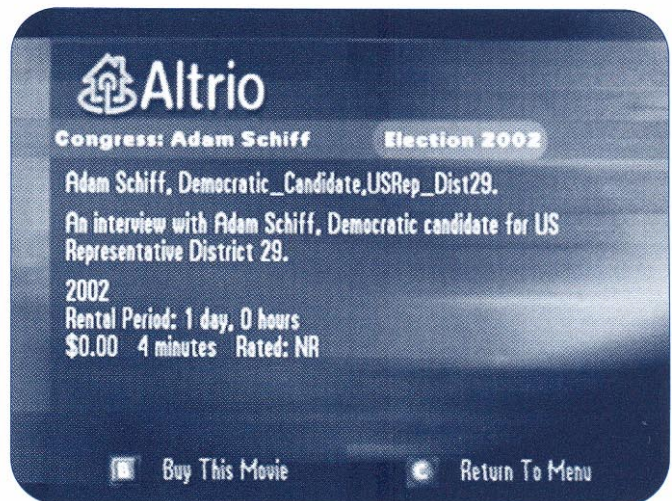
The results of the demonstration are easily summarized: the tapes are valuable sources of content about candidates and issues, particularly regarding issues where content may be more important than personality: ballot measures vs. candidates. It appears that localism is a factor in seeking out information with this technology. With respect to the creation and cost of creating VOD election education materials, the commitment is both extensive and expensive, but very doable.

Altrio Communications Inc. was proud to be a part of this project with VOD technology. "Normally used for the sale of movies, this application of VOD technology for voter education is an innovative application that is consistent with Altrio's commitment to provide full-service community communications," said David Rozzelle, Altrio's CEO, "we are pleased to work with these project partners to demonstrate this technology and the power of choice."

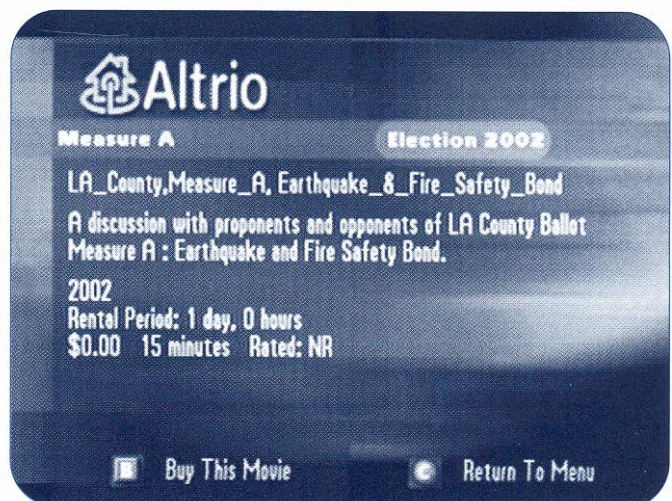
Brenda J. Trainor is vice president of public policy for Altrio Communications Inc. (www.altrio.net). She has been involved in community media since high school as a producer at a PBS affiliate, and has subsequently enjoyed an entrepreneurial career in telecommunications as a public servant and management consultant prior to joining Altrio in 2000. She can be reached at Trainor@altrio.net.



The VOD selection screen appears on channel 900 of Altrio's channel lineup, this screen depicts the genre category "Election 2002" and the scrolling menu list of video titles.



After a video selection is made, a more detailed summary of the program appears on the screen. Then the viewer has the option to "Buy this movie" by hitting the "B" button on their remote control. Note that the price listed is "\$0.00."



Los Angeles County Ballot Measure A was the most viewed video in the selection of eight in the Election 2002 category.

Political Speech and PEG Access

BY JAMES N. HORWOOD AND
ALLISON L. DRIVER¹

Introduction

There are several requirements for broadcast licensees and cable operators under the Communications Act and Federal Communications Commission (FCC) rules related to political broadcasting aimed at ensuring fair and reasonable access by political candidates. Because of court decisions and FCC policy changes, several of the requirements are not being enforced. In any event, however, none of the requirements are applicable directly to Public, Educational and Government (PEG) access channels. To address possible First Amendment concerns and to avoid potential litigation, managers of PEG access channels should consider developing and implementing policies consistent with the principles of existing or former federal policies.

Policies that have governed political broadcasting include: (1) the fairness doctrine (which requires a reasonable opportunity for the discussion of conflicting views); (2) the personal attack rule (which allows a person whose character is attacked to receive notice and a reasonable opportunity to respond) and the editorial rule (which affords political candidates notice and an opportunity to respond to editorials opposing them or endorsing other candidates); (3) the reasonable access requirement (which authorizes the FCC to revoke a license for willful or repeated failure to allow reasonable access by a political candidate for a federal position);² and (4) the equal opportunity requirement (which requires a licensee to make the broadcasting station available to all candidates for the same office on an equal basis).

Considerations for Public Access

Given that traditional political broadcast rules do not apply to public access channels, how should those managing these channels provide for their use by political candidates? A number of different approaches have been tried by access centers. Some have limited political can-

didates to appearing on news or debate formats. Some have limited political debates to particular times allocated for this purpose. And others have prohibited the appearance of political candidates altogether.

The safest approach is to treat political programming no differently from any other programming on the public access channel. This would comply with the reasoning in *Cable TV Access Channel Rules*, 83 F.C.C.2d 147 (1980), that the inherent opportunity for access justifies not imposing the equal opportunity requirement on access channels. Moreover, efforts to single out political programming for particular formats and times, no matter how well intentioned, are fraught with the risk of being found by a court to constitute content-based regulation, rather than time, place and manner regulation, because they would apply to only political programming rather than to all programming. The U.S. Supreme Court has held that a content-based restriction on political speech in a public forum requires the showing of a compelling state interest. *See, e.g., McIntyre v. Ohio Elections Comm.*, 514 U.S. 344, 347 (1995) (a restriction on campaign literature can be upheld only if it is narrowly tailored to serve an overriding state interest).³ Generally, very few restrictions on political speech are likely to survive the test. *But see Burson v. Freeman*, 504 U.S. 191, 198 & 208 (1992) (a state law requiring a "campaign-free zone" within 100 feet from the entrances of a polling place passes constitutional muster, even though it is a "content-based restriction on political speech in a public forum ... subject to exacting scrutiny").

Additionally, managers of access channels need to be aware that access provided to a political candidate could be "political activity" which could cause loss of tax exempt status of a 501(c)(3) non-profit corporation or could represent a campaign contribution subject to federal and state campaign contribution laws.

Some public access channels prohibit campaign programming during the week

before an election (or some other time period). In *Moss v. Cablevision Systems*, 22 F. Supp. 2d 1 (E.D. N.Y. 1998), the Marijuana Reform Party challenged, *inter alia*, the cable operator's policy precluding any qualified candidate for public office from broadcasting on the public access channel during the 60-day period prior to the election. The court held that, as a cable operator, Cablevision could not deny a qualified political candidate the right to appear on the public access channel, because 47 U.S.C. §531(e) forbids cable operators from exercising editorial control over access channels (except for programming containing obscenity).⁴ Although the case does not address the situation where a manager of a public access channel that is not a cable operator limits the presentation of political programming, such approach would be suspect because it would apply to political speech and would be content-based.

It is generally considered appropriate to prohibit commercial programming on public access channels. Political advertising presents an even more complicated issue, however. Even though PEG channels can be reserved for noncommercial speech, political advertising is intended for purposes of campaigning and, therefore, can also be considered political speech. *See e.g., New York Times Co. v. Sullivan*, 376 U.S. 254, 266 (1964) (holding that an advertisement in *The New York Times* was not a commercial advertisement for First Amendment purposes because "it communicated information, expressed opinions, recited grievances, protested claimed abuses, and sought financial support on behalf of a movement whose existence and objectives are matters of highest public interest and concern"); *Moss v. Cablevision Systems*, 22 F.Supp. at 6 (finding the candidates were not selling a product or service and thereby rejecting the argument that the Marijuana Reform Party programming was commercial speech). Because there is a "profound national commitment to the principles that debate on public

issues should be uninhibited, robust, and wide-open[.]” courts are likely to err on the side of caution and protect speech that is arguably political. *New York Times v. Sullivan*, 376 U.S. at 270.

An issue that was raised during the Jerry Brown presidential primary campaign in 1991 and 1992 is whether the common prohibition against commercial programming on PEG access channels can apply to programming in which political campaign contributions are solicited. In such a case, the arguments against such restrictions are far greater than the case in favor of them because campaign solicitations are generally considered part and parcel of the campaign. This was especially true in the case of the Jerry Brown campaign where the use of an 800 number to raise funds was part of his political “speech” against politics as usual.

Restrictions applicable to all users of public access are more likely to survive court scrutiny. Many access center rules limit the use of channels to local residents. If such is the case, limiting use to local candidates would most likely be permissible since all persons using public access would be treated the same. If there is a concern that political candidates may monopolize the channel, a reasonable course of action would be to restrict the amount of time that could be used by any programmer. If a time restriction is reasonable (e.g. 30 minutes a week) and is applied to *all* users, not just political candidates, such restriction would likely be upheld as a neutral time, place, and manner restriction.

On the other hand, a limitation that regulates campaign broadcasting to a particular block of time is content-based because it applies to only political programming. Similarly, confining political campaign programming to candidates’ forums at which all candidates are permitted to appear may be considered an impermissible content-based restriction because it prevents those wishing to convey their message in a different format from using such other method.

Another concern of access providers is whether the provision of access constitutes political activity which either (1) may cause a non-profit access corporation to lose its 501(c)(3) tax exempt status or (2) count against the permissible contributions by an individual or organization. Internal Revenue Service

Merely making channel capacity, studios or equipment available to anyone, including political candidates, should not constitute political activity. Similarly, providing staff or volunteer assistance in producing programming should not constitute political activity, if such assistance is available to all.

Publication 557, *Tax-exempt Status for Your Organization*, states (at 13):

Political activity. If any of the activities (whether or not substantial) of your organization consist of participating in, or intervening in, any political campaign on behalf of (or in opposition to) any candidate for public office, your organization will not qualify for tax-exempt status under section 501(c)(3). Such participation or intervention includes the publishing or distributing of statements.

Whether your organization is participating or intervening, directly or indirectly, in any political campaign on behalf of (or in opposition to) any candidate for public office depends upon all of the facts and circumstances of each case. Certain voter education activities or public forums conducted in a nonpartisan manner may not be prohibited political activity under section 501(c)(3), while other so-called voter education activities may be prohibited.

Merely making channel capacity, studios or equipment available to anyone, including political candidates, should not constitute political activity. Similarly, providing staff or volunteer assistance in producing programming should not constitute political activity, if such assistance is available to all. However, if political candidates are accorded different treatment than others, there is some risk that the IRS would consider such treatment to constitute political activity for purposes of section 501(c)(3).

A related issue is whether the availability of channel capacity, production equipment and personnel to a candidate constitutes a campaign contribution under applicable federal law. See 2 U.S.C. 431(8). Although providing cable access is unlikely to be considered a contribution, a court could conceivably regard a public access center’s provision of equipment and production personnel, as contributions. As a result, managers of access channels should be aware of federal (and possibly state) campaign contribution limits and the penalties associated with

their violation. See 47 U.S.C. §§ 337g(d) and 441a.

In addition to federal constitutional limitations on regulations which may be imposed on political speech, there also may be state laws which affect the candidates’ access.

Concerns for Education and Government Access

Because the First Amendment applies to protection of an individual’s speech from the government, most of the constitutional considerations which affect public access channels do not apply to government and education channels. If an access channel is carrying only government programs and is not open to public use, the government should be able to edit its own speech without implicating the First Amendment. *But see, UMW v. Parsons*, 172 W. Va. 386, 398 (1983) (West Virginia constitution includes “fairness doctrine” applicable where there is state action).

Even though the same constitutional concerns may not apply, however, a government should be concerned that it does not exclude or appear to be excluding, non-government viewpoints or programming. Although the FCC political broadcasting rules do not apply to government access channels,⁵ there are sound reasons for a city to adopt similar rules in order to avoid a legal, as well as political, challenge that government is favoring its own speech if others do not have equivalent access to the channel. One response might be to point to the ability of others to program on a public access channel (if one exists in the community) as a way to obtain fairness or equal opportunities. Various issues may be presented, however, such as whether the public access channel is watched by as many viewers, whether the time available to present programming is as desirable, and whether the format of programming on the government channel would favor certain candidates. As to the latter, for example, if a candidates’ forum were held

16 Years of Television Extending Hillsborough County, Florida's Horizons

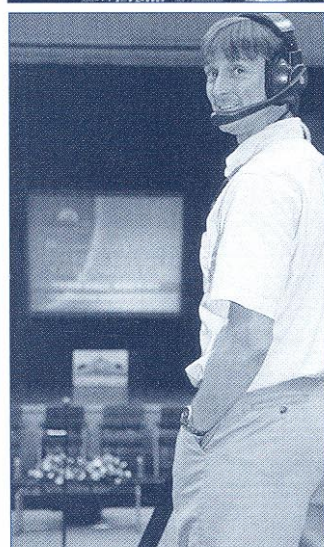
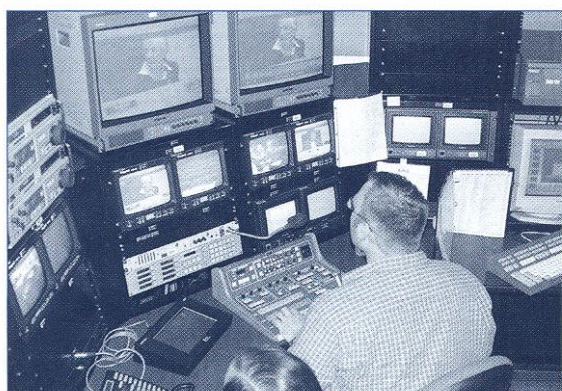
BY GREG VAWTER

Like many government access stories, this one begins in a closet. A producer was hired to videotape county board of commissioners' meetings for later playback on a City of Tampa cable channel. Cables were run from cameras and microphones in the boardroom to a closet-sized space next door, where a makeshift control room was assembled to switch, mix and record. There was no interconnection to the unincorporated area's cable system, but Hillsborough County began cablecasting meeting coverage in 1986.

Today, Hillsborough County programs a county-wide cable channel (22) and presents 20 regular series (two weekly, 10 monthly, two bimonthly, four quarterly and two semiannual), in addition to 225 in-house meetings annually, a bulletin board with voiced announcements and special event truck remotes. Staff captions the 50-70 hours of live meeting coverage real-time and posts the text on the web. Taped programs are post-captioned, so all programs are accessible to deaf and hard-of-hearing viewers.

HTV22 is broadcast on an MDS frequency to reach several county facilities without cable. The station is also streamed on the county's website, accessible via <http://HTV22.org>. Files of board meetings (indexed and searchable by captioning text) can be reviewed by commissioners and administrators via the county's internal PC network.

For remote events, HTV22 rolls a 30-foot production vehicle outfitted with a microwave antenna to return TV signals to the tower atop the County Center. This



Photos, clockwise from top. Producer Director Patrick Dowling switches a live commission meeting. Broadcast Engineer Terry McElroy aims the production truck microwave mast. Senior Producer Director Ligia Large sets up the 2002 Holiday Tree Lighting. Camera operator Scott Hunt on a Town Hall Meeting remote.

building is wired for meeting coverage, with remote-controlled cameras and gated microphones in three conference/boardrooms (on the 2nd, 18th and 26th floors).

The Hillsborough Television facility (on the 28th floor) incorporates two complete production control rooms, four nonlinear edit suites, three graphics creation systems, and an integrated master control with an automated playback system from digital tape and servers. Nothing is perfect; at 19 x 30 feet, the studio is only slightly larger than the production truck, and it includes a sound booth in one corner. Crews must work around an air-conditioning duct through the middle of the lighting grid too, but

the space is well-appointed and booked constantly.

HTV22 has won top government access awards from the Alliance for Community Media and the National Association of Telecommunications Officers and Advisors (NATOA), along with many other honors. Of course, all of this has not happened by itself. Far-sighted elected officials have recognized the value of their own media outlet in this community, first as a "window" on government and then as a means of increasing citizen information and participation in the process.

The Hillsborough County Commission has supported HTV22 with significant budgets (\$2,375,000 for FY2003). Nineteen full-time staff and as many part-time temporaries manage, produce, direct, shoot, engineer, caption and program for the station. Their efforts are complemented by dozens of other staff, plus commis-

sioners and other elected officials, who regularly take the time and trouble to appear in HTV programming. As a result, HTV22 presents the breadth and depth of services delivered by our urban/rural county government (the physical size of Rhode Island with more than a million residents), as well as the deliberations of our county meetings.

County services are an emphasis. A segment of the monthly county administrator's program follows different workers through a day each month. HTV22 has produced 30 "We're Working For You" PSAs about different services. One interview program to show and tell how tax dollars buy public services is called *Your Money's Worth*.

Presenting three stories and several announcements each week for five years now, *Hillsborough This Week* personalizes county news with a friendly face from the communications department. That program runs from five to 15 minutes. It appears 24 times weekly, followed by an electronic message board with verbal as well as text messages. Many staff read the news releases to provide a variety of voices.

Commissioners and other officials can explain the meaning behind the news on several studio and field interview programs. Hosts include county liaisons to the local African-American, Hispanic and disabled communities, as well as a planning commissioner, the supervisor of elections, the property appraiser, a firefighter, a sheriff's deputy, the public art coordinator, and two women with animal services. One series serves the Spanish-speaking population.

One of the most talked-about series, *Weekly Review*, has a producer/host discuss four or five current topics with four local opinion leaders each week. The guests, mostly non-governmental pundits, are carefully selected to present a variety of political opinions without verbally attacking anyone. As public positions have been skewered, there have been complaints, but most appreciate the open discussion.

Whether captioning a remote *Town Hall* meeting, setting up audio/video presentations for in-house meetings or producing PSAs against littering, the Hillsborough Television staff finds their work interesting and important to the community. County Administrator Dan Kleman sums it up: "HTV22 offers residents a 24-hours-a-day, seven-days-a-week opportunity to learn about their county, observe the actions of county officials and see ways they, too, can participate in their government."

Greg Vawter is the TV station manager for Hillsborough County, Florida. For more information about Hillsborough Television (HTV22), contact Greg at vawterg@hillsboroughcounty.org.

Two Tales of Capital Community TV and State Politics in Oregon

BY ROSA LEONARDI

CCTV Produces 36 Legislative Reports for Oregon Senators

Capital Community TV in Salem produced 36 *Legislative Reports* for Oregon Senators and Representatives during the 2001 legislative session and then distributed them around the state to legislators, community access centers, and/or cable companies for airing.

This experiment in democracy was the brainchild of CCTV Executive Director Alan Bushong. Thinking this was a great way to show the benefits of community television to lawmakers, Alan and his staff pulled together all the necessary strings for such a production including: educating and scheduling lawmakers, obtaining permission to shoot in the chambers, arranging equipment, staff, transportation, and parking.

CCTV built on relationships with legislative staff developed over the years from public affairs programs produced at CCTV. In March, with a production unit in the house chamber and one in the senate chamber, CCTV staff produced, edited and distributed 22 *Legislative Reports* to local community access centers or cable companies for airing.

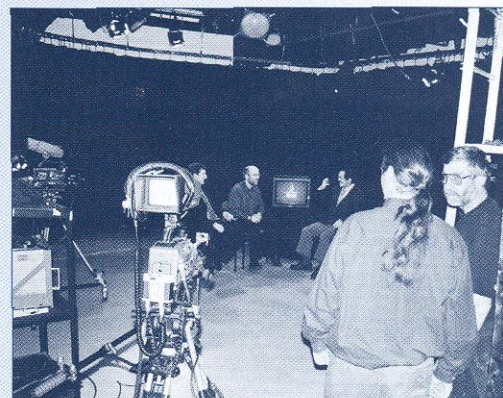
After this success, Alan asked Portland community television centers, Portland Cable Access (PCA) and Multnomah Community TV (MCTV), to join CCTV for another day of *Legislative Reports* by bringing their trucks and staff to help at the Capitol in April. Another 14 *Reports* were produced and distributed.

Legislators liked the idea of being able to reach out to constituents and talk about their work, and were encouraged by their party leaders to participate in this event. CCTV was encouraged too, and has plans for more *Legislative Reports* during the 2003 session.

Oregon Matters Puts Lawmakers on TV

With Capital Community TV located in Salem, the state capital of Oregon, I and Raymond Dukes saw an opportunity. As enthusiastic political wonks, we partnered with members of the capitol press corps to interview lawmakers on television about important Oregon issues.

We wanted lawmakers to have longer



On the set of *Oregon Matters*. Floor Director/Camera Operator Roger Keiffer, left, consults with Director Raymond Dukes. In the background, Capitol Press Corps journalists, James Sinks of the *Bend Bulletin*, Dave Steves of the *Eugene Register Guard*, and Peter Wong of the *Statesman Journal* get warmed up for the discussion. All volunteer their time to make this program happen.

than 30 seconds to discuss state concerns in an unrehearsed setting, and have them answer well-reasoned questions posed by familiar names in the Oregon media. The journalists were able to get the lawmakers to come to the interviews because the press corps is well known to the legislators, lobbyists and state agency personnel.

Salem Week in Review began production in 1992, and has gone through several moderators, rotating journalists, three governors, and a name change. Now called *Oregon Matters*, the program has the continued support of the capitol press corps and is a familiar program in the state capitol.

We distribute the program to six access centers around Oregon. Despite the costs and time involved in producing this show, it is a labor of love for me and my crew, who have come in as early as 7:00 a.m. to tape the governor.

This program has helped increase awareness of the benefits of community television to legislators [who sometimes confuse community television with public broadcasting], and to the Oregon media.

Rosa Leonardi is the community development coordinator for Capital Community Television in Salem, OR. She can be reached at rosa@cctvsalem.org.

Public Access a Powerful Tool in Norwood, OH

'We changed our city. And you can change yours, too.'

BY KEITH MOORE AND CARMEN MCKEEHAN

Public access can be a powerful tool. How powerful? In 1999, the Norwood Democratic Party started a public access show entitled *Neighbor to Neighbor* as a low-cost way to spark interest in the election and as a tool to get a message out. When *Neighbor to Neighbor* premiered, the Republicans enjoyed an 8 to 1 majority on city council. Today, it's still 8-1, but it's the Democrats who have the eight. And the Norwood Republicans have given a lot of the credit for that change to our cable access show.

What did we do? Mostly, we had fun. We started out knowing absolutely nothing about television production. We ended up putting on network-style news, live call-in shows on hot issues, interview segments, and political ads. Whether people thought we were right or wrong about an issue, we managed to put it on the agenda. We were the "press" in Norwood, a town that the mainstream press usually overlooks. We let people know things that they never would have heard about without public access.

Public access offers a chance to raise and discuss issues that otherwise wouldn't be addressed. There is no effective way for concerned citizens to join the debate in bodies like legislatures and school boards. For the most part, the most involvement a citizen can have with councils and commissions are very short statements, but no dialogue. A public access show allows people to raise, illuminate, and expound on issues that would otherwise get short shrift.

Another important part of public and cable access is the videotape record. You can't change your story if I have you on tape. One of our most effective techniques was to run a statement from a public official, followed by our anchor

saying, "Well, not exactly. Here's what actually happened." Then we'd run an earlier tape of the same person saying something completely different.

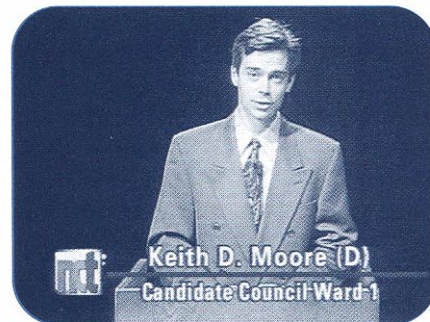
One reason I think we were so successful is that we went out of our way to check our facts. We were a production of a political party, so it took a long time to develop a reputation for accuracy. But even as avowed partisans, we managed to develop a certain respectability.

We helped to change the image of cable in Norwood. Our first show focused on a town meeting held by city officials. When we set up our camera, no one knew what to think. We used to face resistance to taping public meetings. City officials didn't want our local government access channel to tape many of their meetings. Today, almost every public meeting is cablecast as a matter of course. More people get more information about their city than ever before.

As one of the newly elected Democratic council members [Keith Moore], I am constantly amazed at how many people watch council and committee meetings. For an effective democracy, broadcasting those meetings could not be more important. There is no better way to combat policy by sound bite than for citizens to actually watch the debates. There is no better check on misleading speeches and campaign pieces than a voting public that actually saw what happened.

The use of cable access has also had an impact on the selection of candidates. It used to be difficult if not nearly impossible to get elected to office if you didn't have name recognition citywide. Cable access has made it easier to obtain name recognition.

As the presidential, state and county elections heated up, our local cable access was utilized by more candidates, parties and issue orientated groups than ever before. Programs were prepared at



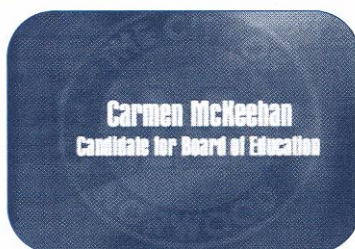
There is no better way to combat policy by sound bite than for citizens to actually watch the debates. There is no better check on misleading speeches and campaign pieces than a voting public that actually saw what happened.

the Norwood studio and distributed across the State of Ohio. And, of course, being given preferential press treatment by Vice President Gore while on his stop in Cincinnati was the ultimate validation of local cable access importance. We were moved to the front row of the press corp, the only media given backstage access to the candidate and honored with the first one-on-one interview of Mr. Gore in Cincinnati.

And the most amazing thing about our success is that if we can do it, anybody can. We've had plenty of technological problems, ranging from technical mishaps to our own shining incompetence. When the studio lights were out, we lit our anchorwoman with two 40-watt table lamps we found in the building. We got a lot of viewer questions about where she went to get such a great tan, but we got our message out.

We changed our city. And you can change yours, too.

Keith Moore is a Norwood City Council member and a co-producer of Neighbor to Neighbor. Carmen McKeehan is co-chair of Citizens for a Better Norwood and is a co-producer for Neighbor to Neighbor and That New Show. Carmen is also a member of the Norwood Cable Television Access Board.



A public access show allows people to raise, illuminate, and expound on issues that would otherwise get short shrift.

'Passion' Powers BNN Coverage of Boston Politics

BY CURTIS HENDERSON AND JOE HEISLER

Growing up in the Boston neighborhood of Roslindale, politics was always a "staple of life" around the family dinner table of Mary McGrory's childhood home. The nationally syndicated columnist can trace her interest in politics back to the days of Boston's "rascal king," former Mayor James Michael Curly, and his "last hurrah" in public office. But while the world has gone through dramatic changes in the nearly 50 years since she first started covering national politics for the

Washington Star and then, the *Washington Post*, one thing has not changed: politics is still a passion in Boston.

"Boston has a reputation—well-earned—of being a political-sophisticated city," says McGrory. "Politics is more a part of daily life than in most other locations. Scratch a Bostonian and just below the surface you'll find a future campaign consultant or candidate." Bostonians follow the success and failure of local politicians with the same passion as local fans follow the travails of the Boston Red Sox. This constant demand for information and access to viewers has created a television market quite unlike that found in any other city in the country.

With slightly over half a million people, the city itself represents only a small portion of the total Boston television market—currently number five in the country. Yet, as the state capital, and the hub of business for all of New England, Boston is often at the center of the action, so to speak. Ironically, Boston's commercial television stations have increasingly cut back on coverage of state and local politics.

The resulting void in public affairs programming, coupled with the demand for more information on local politics, has created an opening in the market that is increasingly being filled by local PEG access providers. Boston Neighborhood Network (BNN)—the city's public access television network—which for nearly two decades has been providing a mix of programming to Boston residents, currently to over 150,000 households, is leading the way.

Not only is there a tremendous appetite for all things political in this city, but there is a real need for timely and relevant programming that will allow people to make informed choices. Given our mission to help educate and empower this city's diverse population, we have committed resources and channel time for political programming. But it was not until in 1997, when we dedicated one of our network's two channels to news and information that the market demand began to be more fully met.

BNN's News and Information Channel serves Boston's residents and institutions with a roster of programs 24 hours a day. *BNNLive* and the *Neighborhood Network News* comprise the bulk of the schedule on that channel with a total of 1207 hours of original programming cablecast in the fiscal year 2002. Currently more than 50 nonprofit organizations and public agencies produce live talk shows with viewer "call-ins" from our *BNNLive* studio targeted to their particular audience. The topics are as varied as our population and include programs designed to address the

"BNN understands that when we describe Boston as a city of neighborhoods, we're not talking about boundary lines, we're talking about communities—communities of culture, of faith, and of friends. BNN brings the viewer deep into the neighborhoods, talking to the civic and community leaders who make a real impact on the daily lives of Boston residents. If you want to know what's happening in Boston, turn on BNN."

— Boston Mayor Thomas M. Menino

concerns of gays and lesbians, African-Americans, liberals, conservatives, women, as well as those focused on specific neighborhoods of the city. Many programs are geared towards the city's growing numbers of ethnic and linguistic minorities with shows for those who speak Arabic, Vietnamese, Somali, and Haitian Creole, to name a few. Interviews with candidates, information about ballot questions and how to register to vote are common features in these shows. Those holding political power have not missed the impact of BNN's programming.

"BNN understands that when we describe Boston as a city of neighborhoods, we're not talking about boundary lines, we're talking about communities—communities of culture, of faith, and of friends," says Boston Mayor Thomas M. Menino. "BNN brings the viewer deep into the neighborhoods, talking to the civic and community leaders who make a real impact on the daily lives of Boston residents. If you want to know what's happening in Boston, turn on BNN."

Federal officials have also begun to recognize the effectiveness of PEG access in reaching viewers. Michael Capuano was mayor of the nearby city of Somerville in 2000, when he decided to run for Congress. Not just any seat, this is the 8th Congressional District, encompassing most of the city of Boston, and once held by the likes of President John F. Kennedy and the late speaker Thomas P. "Tip" O'Neill. "I utilize this important communication tool through my own public access program, which is cablecast throughout my district. It's an effective way to talk about the issues impacting my constituents," stated Capuano.

But it is our extensive political and election coverage that has attracted the most attention from viewers. It includes the *Neighborhood Network News* (NNN), our daily newscast that offers viewers a mix of interviews with candidates, advocates and government officials, as well as packaged field reports from community journalists. NNN has been on our channels since 1984, the advent of PEG access in Boston, and is among BNN's most watched programs.

Our commitment to political programming does not stop there. Every week, year round, we sponsor *Talk of the Neighborhoods*, a one-hour, public affairs program hosted by Joe Heisler. "The biggest challenge in hosting and producing political coverage on a PEG access network like BNN," Heisler says, "is ensuring it is balanced and objective...but the foundation which

- * Free Programming
- * High Quality
- * Viewer Satisfaction
- * 24 Hours a Day
- * From Satellite G1R-5
- * No Commercials

(323) 878-0283

Charlie Mount

cmcasmail@earthlink.net



Classic Arts Showcase

Film and Video Clips of the Arts
BALLET - OPERA - ORCHESTRA -
CHAMBER MUSIC - ARCHITECTURE -
FILM - THEATRE - DOCUMENTARY -
FINE ART - CHORAL - ANIMATION -
and more...

Brought to you by The Lloyd E. Rigler -
Lawrence E. Deutsch Foundation

PO Box 828 Burbank, CA 91503
(323) 878-0283 Fax (323) 878-0329
casmail@earthlink.net
www.ClassicArtsShowcase.org

Towards a Regional Access Collaboration in Utah

'PEG access, especially Public access, is virtually non-existent in this state.'

BY JAMES HARVEY

A decade ago, as a father, it annoyed me when the nightly news reported on community events that I could have shared with my children. Much goes on in our community that people do not find out about until too late. Some may say apathy inhibits community involvement but I think a large share of the blame is due to poor or non-existent marketing of these activities.

After 10 years as a vendor of bulletin board systems with FrameRate Corporation, I find the Utah situation little changed. Why? PEG access, most especially public access, is virtually non-existent in this state. Few government officials or city administrators have experience with access TV and you can bet the local cable companies are not holding seminars on the subject.

It was on this playing field that I created Utah Access TV in April 2001. Our strategy is to forge a regional collaboration between local governments in Salt Lake County, Utah in order to create one or two great governmental and educational access channels rather than having 15 cities creating their own with limited resources. Our mission is to "educate, support and provide services to local governments, educators, communities and organizations in the field of public, educational and governmental access television in order to bring the benefits of PEG Access TV to all residents of the Salt Lake region."

Members of our committee include Mayor Janice Auger (Taylorsville City), Utah State Representative Brent Goodfellow, Peter Genereaux (founder, Utah Information Technology Association), and Dr. Lynn Cundiff (president, Salt Lake Community College), as well as a number of municipal government and community college staffers. Members were invited to participate on the basis of their proven ability to realize win-win outcomes in difficult negotiations. Choosing the right people has been crucial to the success we have enjoyed so far. Since the outset, most of my time has been spent acquainting our committee with franchise agreements, access television operations,

Bringing access TV to Utah is like pushing a boulder up the hill. If you slip, the boulder rolls back down, usually over the top of you. Once you get the boulder on top, you will find it will roll down the other side pretty quickly.

and the specifics of the cable industry.

As the idea of a regional collaboration evolved, Salt Lake Community College stepped up and offered to produce and manage the channels using their equipment, staff, and media students. This is a real win-win for everyone. The plan envisions three levels of participation. The lowest level provides basic bulletin board graphics, pre-recorded video playback, and some monthly live programming. The highest level includes more monthly programming and some special productions. If only 10 cities participate, the highest level would cost each city less than \$15,000 per year. The lowest level would be less than \$7,500 per year. This is significantly less than the cost to cities to go it alone.

In February 2002, we made a presentation to the Salt Lake County Council of Governments (COG). This group consists of the mayors of each city in Salt Lake County. The presentation was well received and COG voted to pursue the initiative. Salt Lake Community College created a web site (<http://dm-institute.net/tv>) to showcase the project. Since this is an educational institution, it has far more credibility than the Utah Access TV web-site (www.utahaccess.tv) might have.

So, what does this all mean? Nearly a year has passed since the COG Resolution and we are still not on air. The legal document creating the regional collaboration is now in draft form. While not a single city council has adopted an agreement, several have added budget line items in support of the project. We must all realize that city governments have a great deal on their plate. Access TV is not a high priority. To move it forward, we've had to be very patient but persistent in "keeping the flame alive."

Bringing access TV to Utah is like pushing a boulder up the hill. If you slip, the boulder rolls back down, usually over the top of you. Once you get the boulder on top, you will find it will roll down the

other side pretty quickly.

We think the boulder is almost over the top. To get it there, we've had to make sure we were on solid footing before taking each step. We cannot afford to lose our footing. Here are some of the things we think are crucial to the project's success:

▲ **Be very selective** of whom you invite to participate on your committee. No buckaroos, no First-Amendment crusaders, no tax protesters! Make friends in high places and ask them for help. If they are respected leaders in your community, their credibility rubs off on you.

▲ **Be persistent!** Schedule monthly meetings with your committee and use the time to educate, educate, educate. If you have time, publish a website and a monthly newsletter on topics related to your project. Keep them interested.

▲ **A mayor or city council member's** vote is theirs to use as they see fit. The more you yell and scream, the less support you will get. A small amount of pressure applied for a long time is far more effective than great amounts of pressure applied all at once. Make them think it is their idea and give them credit for having it. Dale Carnegie's book, *How to Win Friends and Influence People*, is an ideal source of ideas on how to talk and act among decision makers.

▲ **Always carry your soapbox** and be polite when you use it.

▲ **Don't ask for too much**, too soon. It takes time to push a boulder up a hill!

▲ **Stay positive.** If that doesn't work, then stay positive!

To conclude, you can, as an individual, be successful in bringing access TV to your community if you plant your feet on firm ground and make each step count. Seek help from credible leaders in your community and work as a team, not as a buckaroo!

James Harvey is chair of Community TV Access Committee in Salt Lake County, Utah.

Becoming 'The City' Channel

'Keeping the residents of Fairborn [Ohio] informed is essential.'

BY MARK L. NEUMAN

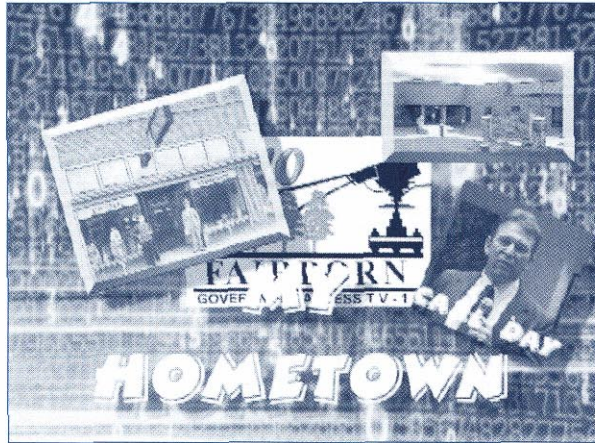
In Fairborn, Ohio, access television is an evolving beast, and its government access channel is leading the way. Fairborn (pop. 32,052) is located just outside Dayton, Ohio and is home to both Wright-Patterson Air Force Base and Wright State University. It is served by Time Warner Cable, and has four access channels—one public channel administered by Time Warner, two educational channels and one government channel.

Looking back just during the life of our current franchise, access has grown by leaps and bounds. Ten years ago access in Fairborn was the Fourth of July parade on the public channel; school lunch menus and student messages on the educational channels; and "live" coverage of city council meetings on the government channel. The opinion of most people in Fairborn, who even thought about it, was that there were a bunch of message channels on cable. In the time since then, the government access channel (10) has grown to become well known in Fairborn as "The City" channel.

The idea of managing a television channel was so enticing to me that I left a full-time salaried position to accept the part-time city position of running the government access channel. That was eight years ago—back in the four channels of character generator (CG) messages era. Looking back at it now it is hard to believe it's the same channel.

The first step was to increase programming and lower the time that CG messages ran. The general belief at the time was that all the channels carried the same basic messages, and I believed there needed to be some perception separation that would allow Channel 10 to grow its own identity. It was a move that was spotted by our city council immediately. Of course, part of that was the increased replay of city council meetings. They originally aired live, and replayed twice a week. This, along with a weekly airing of the state produced safety show and wild life show, was all that was on—a grand total of seven hours of programming per week. My second day on the job, this was converted to seven hours per day of programming as each show was rotated to play twice a day. By the end of week, three city council members and the mayor, stopped by to compliment me on the increased use of the channel.

One of those council members became a big supporter of Channel 10 and was the first in line each week to receive a programming guide (which was also new). He followed each program added, commented on the ones he liked and didn't like, but



A shot from the opening of *My Hometown* with a still of Fire Marshall Carl Day, who does a feature called *Safety First*.



thought even the ones he didn't like were great. We increased our own production at the same time. We produced a monthly show spotlighting a city department or function. We started going out and taping everything we could. We produced some into programming and some into short minute or two fillers. This councilman became the next mayor, and one of his top priorities was to keep Channel 10 growing. By this time we were up to about eight hours of non-repeating programming per day.

Today we run 12 hours of non-repeating programming per day,

including several produced either in-house or locally. Our live meeting coverage has grown to include planning board, capital improvements committee meetings and have plans to soon add zoning board of appeals and parks and recreation board meetings. We've built and maintain the city's website and have tremendous name recognition in the community as a place to turn to find out what is going on in Fairborn.

A large part of our success has been the overwhelming support of all the mayors and city council members over the last 10 years. Almost all became exposed to GATV-10 while running for office. We televise the local newspaper and League of Woman's Voters candidate debates.

Former Mayor Jim Baines said the value of Channel 10 cannot be underestimated, it is a very important tool to communicate with the community.

Fairborn citizen James Gibson in a letter to the city manager praising Channel 10 wrote, "Keeping the residents of Fairborn informed is essential."

Former Mayor Larry Long agreed so much with that idea that he ended the city council meeting with a comment and thank-you directly to the Channel 10 viewing audience.

According to City Manager Allen Rothermel, "(Government Access) Channel 10 is a tremendous asset to the community, providing a vital communications link to our citizenry."

"Government Access Channel 10 has been a great communications tool for our community. Citizens frequently tell me they learned a lot from watching a city council or planning board meeting or they really enjoyed the *My Hometown* topics," stated Mayor Jack Wilson.

The bottom line is that providing this information to the people of Fairborn is what Channel 10, whether it is known as the Government Access Channel or as "The City" channel, is all about.

Mark Neuman has been the government access coordinator for the City of Fairborn for the last eight years. He has been in film/video production for over 26 years. Contact him at gatv10@erinet.com.

City of Tampa Television Looks Beyond Traditional Programming Sources

BY THOMAS DEA

A government access television channel has a traditional suite of programming that forms the backbone of its content. The city council meeting, board of selectmen, or some similar type of governing body is the core of most municipal channels. The opportunity for cable viewers to see their government in action is what created the government access channels we have today. Along the way municipal channels added call-in shows with the mayor, programs from city departments, architectural review committees, and boards of adjustment. While many municipalities may stay within their ranks for programming sources, a number of additional government sources can be accessed for program material.

In an effort to produce a broad range of programming for citizens of Tampa, Florida, City of Tampa Television (CTTV) reaches out to federal, state, and local government agencies, representatives, boards, and publicly funded institutions. Tapping into a variety of sources beyond the confines of city government opens up a wealth of information to better inform viewers about their community. Additional benefits are the increased number of potential contributors to our monthly magazine show and the opportunity for much needed filler material.

U.S. Congressman Jim Davis, of Florida's 11th congressional district, participated as a guest on our *Mayor's Hour* program about seven years ago. Congressman Davis immediately saw the benefit of using the city's television channel to keep his constituents informed about issues facing the Tampa Bay area and began producing his own half-hour program at our facility. A monthly program at first, congressional activity in recent years has curtailed the production to six or seven shows a year today.

A medium sized city with a population just under 300,000, Tampa has its share of local authorities, each of which make decisions that spend taxpayer dollars and affect the lives of Tampa residents. The Tampa Sports Authority, which oversees Raymond James Stadium where the Tampa Bay Buccaneers football team plays, contributes a monthly five minute segment for our magazine show *Spotlight Tampa*. The segment informs citizens about other Sports Authority-related duties such as running the three public golf courses within

the city limits. Another monthly *Spotlight* segment highlights what's new at the Tampa Port Authority, giving residents a behind-the-scenes look at one of Florida's busiest ports. The Hillsborough County Aviation Authority and the Tampa/Hillsborough County Expressway Authority are also regular contributors to CTTV, as are the Florida Department of Transportation and the Southwest Florida Water Management District.

Another great source for programming is local institutions that receive public funding from the city. The Tampa Museum of Art and the Lowry Park Zoo host their own half-hour programs to inform viewers about current exhibits, funding issues, and conservation efforts. *Spotlight* contributors include the Florida Aquarium, the Museum of Science and Industry, and the Tampa Bay Performing Arts Center. All of these cultural institutions receive funds from the city. By utilizing the opportunity to promote themselves on a government access station these entities create better awareness among the residents of what they have to offer. Some may argue that these institutions belong on public or educational access, that they are not a city department. But the city has a vested interest in seeing these entities succeed, and the programming is entertaining, informative, and helps draw people to the channel, which promotes the CTTV brand and leads viewers to other CTTV programming.

There are, of course, countless other government agencies that can be utilized for programming. The City of Tampa and Hillsborough County are fortunate to have two distinct government access facilities, City of Tampa Television and Hillsborough Television, operated by the city and county respectively. Between the two channels just about every government entity in the area is represented, and those who may not be are welcome.

Providing information that benefits residents is the goal. Whether that information comes from a city, county, state, or federal source doesn't matter much to the viewer, so we try to provide the information they need regardless of the source. There are many good sources out there and the more you utilize the better your programming will be.

Thomas Dea is television production supervisor at City of Tampa Television, a government access channel operated by the City of Tampa, Florida.

Boston...

continued from page 25

controls BNN is an independent, non-profit...and we bend over backwards to make sure every candidate has an equal opportunity to participate." In 2001, the *Boston Phoenix* named Joe Heisler one of five Boston "Heroes" for doing "the grunt work of democracy" in helping to educate voters on issues and candidates.

Every fall, we offer all candidates for public office in Boston at least one-half hour of free cable time to pitch Boston voters. Since 1998, BNN has produced a series of in-studio conversations and debate forums featuring candidates in key races. These programs frequently include advocates—pro and con—on ballot questions. In 2002, BNN produced over 30 hours of live, local origination election-related programming including live coverage of neighborhood rallies with our mobile production van on the eve of the primary and general elections, and two-plus hours of live returns, analysis and commentary on both election nights.

"If you love Boston politics, there is nothing better on television...bar none," says Tom Keane, a columnist for the *Boston Herald*, one of Boston's two major daily newspapers. "It is fair, it is insightful, and it is fearless. These folks (BNN) absolutely have their finger on the political pulse of this city."

Curtis Henderson has been involved in community access television for 20 years and is currently general manager of Boston Neighborhood Network. Joe Heisler has been the host of BNN's Talk of the Neighborhoods for the past seven years and is a regular contributor to the Boston Phoenix and the Boston Globe.

Chicago's 50th Ward Leads the Way

BY BARBARA POPOVIC

*P*ull the car up in front of a row of single story ranch homes that stretch out on either side of Pratt Avenue in Chicago's 50th Ward. The cookie cutter exteriors mask the multi-dimensional character of one of Chicago's most culturally diverse neighborhoods.

In the fading daylight, I check addresses for the home of CAN TV community producer, Avy Meyers. Conveniently, leading the way to Avy's front steps is Illinois State Senator Ira Silverstein, who pauses at the front door to chat with 50th Ward Alderman Bernie Stone, who is just heading out after finishing a taping.

TV lights flood the back wall of Avy's living room week after week as he and cameraman Sonny Hersh crank out *North Town News* with a steady diet of local news, culture and politics. Today, after combing through the political scene, Avy will sit with me and Steve Bartlebaugh of Evanston Community TV to talk shop about public access television, which is what brings the two of us to Chicago's north side.

Avy tells me that he gets feedback from shopkeepers, local homeowners, and political junkies, as well as getting the occasional nod from the top brass at city hall who tune in to check up on their colleagues. *North Town News* has become a local touchstone for the community grapevine, featuring the head of the local chamber, the local police commander, and 9th District Congresswomen Jan Schakowsky, among others.

With its simple no frills approach, Avy stays focused on the community. "If it doesn't happen downtown, it better be the sexiest murder in the world or you won't see it on the network news," he says. "But really, what goes on in a person's neighborhood has much more impact on their life." And to further distinguish the programming, good news is in evidence. Avy describes show guests as "anyone making a significant difference in the community."

A case in point is 50th Ward Alderman Bernard L. Stone, who has proven to be one of the most popular guests on the show. Having been a part of the Chicago City Council when cable television first came to town, Alderman Stone has seen the vision of local programming come to fruition in his own backyard thanks to the efforts of a few energetic residents. Not only can Alderman Stone point to the only neighborhood-based news show coming out of his ward, but his rabbi also does a regular CAN TV series, *Taped with Rabbi Doug*, on a wide variety of Jewish and community issues.

In addition, the alderman reaches a citywide audience several times a year via the live call-in *Political Forum* program on

...when CAN TV was challenged this past year with the potential loss of a significant amount of funding, there was no need to convince Alderman Stone of the value of public access television.

CAN TV. During a lively half-hour, Alderman Stone answers calls from local residents with questions or concerns about ward business.

So when CAN TV was challenged this past year with the potential loss of a significant amount of funding, there was no

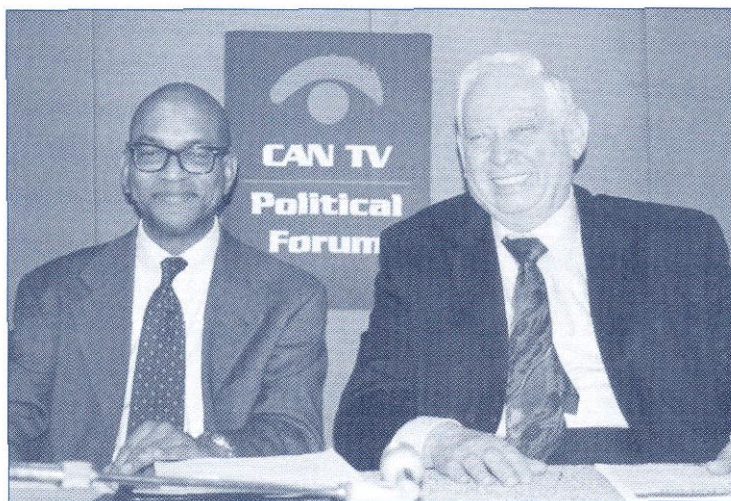
need to convince Alderman Stone of the value of public access television. With over 29 years as an alderman and Chicago vice-mayor since 1998, Alderman Stone is a force to be reckoned with when he takes up an issue. Serving as an outspoken advocate of the public interest, he immediately called for RCN, a cable television, phone and high-speed internet provider, to make good on its contractual obligations to CAN TV. The matter was settled in the fall of this year with RCN's full payment of CAN TV for 2002 along with a

future agreement that includes the city's suspension of RCN's operation in two cable areas while RCN remains in operation in its two remaining areas.

On December 11, 2002, Alderman Stone was honored by the CAN TV Board of Directors at its annual meeting for his leadership and support of CAN TV. He opened his address to the board in characteristic down to earth fashion when he said, "I'm just doing my job." Alderman Stone went on to acknowledge the tremendous support his city council colleagues had shown CAN TV throughout the year.

I sat at the annual meeting listening to Alderman Stone and remembering the day CAN TV received its payment. I went over to city hall to deliver the good news. Despite the fact that a city council meeting was in full swing, Alderman Stone gave me his attention as soon as he saw me. After hearing the news and without missing a beat, he said, "Now what about that building?" Aware that CAN TV faces rising rental costs in a rapidly gentrifying neighborhood, Alderman Stone had already set his sights on the future and helping to preserve and strengthen a valuable community institution for many years to come.

Barbara Popovic is executive director of Chicago Access Network Television (CANTV) in Chicago, Illinois. She can be contacted at popovich@cantv.org.



Chicago Alderman Bernard L. Stone (right) (50th Ward) joins CAN TV Board Chair Vincent Price on CAN TV's live call-in *Political Forum* program.

Politician Profile: Yolo County Supervisor Dave Rosenberg

BY AUTUMN LABBÉ-RENAULT

If you were to look under the definition of "public servant," you'd probably find Dave Rosenberg's picture there.

A practicing lawyer in California since 1974, Rosenberg has held positions ranging from assistant to former California Governor Jerry Brown, to mayor of Davis, California.

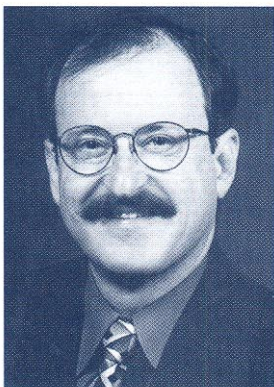
Currently, he is chairman of the Yolo County Board of Supervisors, chairman of the California State Lottery Commission, Director of Community and Intergovernmental Relations and Senior Advisor to the Governor of California, and a member of California Victim Compensation and Government Claims Board. He is also chairman of the Yolo County Economic Development Council and co-chair of the Yolo County Criminal Justice Cabinet.

Located in California's vast Central Valley, Yolo County comprises a large, diverse area, including a university town (Davis), industrial areas and sprawling agricultural lands. One of the accomplishments Rosenberg lists as county supervisor is making Yolo County more accessible to the public by the use of the web, newsletters, television, cable coverage and community meetings.

"The power of television transcends any other media," says Rosenberg. "That's why I starting videotaping and telecasting board of supervisors meetings soon after I was first elected." The monthly meetings are now shown regularly on Davis Community Television (DCTV, a public access channel), and on comparable stations in neighboring communities.

He adds, "I think it is an extremely valuable service for constituents. Not everyone can come to board meetings, but anyone can watch TV. On TV they can see it first hand—they don't get the story through the eyes of another. The TV camera is very honest."

Rosenberg can speak with some



authority on that last point, since he has frequently served as host and moderator for DCTV's live election-night programs over the past several years, an experience he says can be "an eye opener."

"On election night, after the polls close, the candidates become brutally frank and honest," he says, noting that interviews with candi-

dates and local pundits are highlights of the experience for him. Beyond that, "it's light and fun, and everybody in Davis watches it on election night."

Rosenberg says he has mixed feelings about access television. "On balance, I would say it is a valuable steam release valve on the public pressure cooker," he says, noting that, "sometimes, access TV is taken over by some pretty kooky folks." His biggest criticism is what he perceives as the lack of technicians and specialists on the other side of the camera.

About two years ago, Rosenberg created a studio talk show entitled *YoloTalk*, in which he'd explore Yolo County subjects of interest to viewers (e.g. animal control, agricultural land preservation, inspecting scales and measuring devices, etc.). While it was a popular and enjoyable show (and even won an award for excellence in local programming), Rosenberg says he could only produce *YoloTalk* on those times when he could arrange the technicians to staff the equipment, and that was "not as often as I wanted to produce the program."

Finding unpaid volunteers who are savvy enough to pull off a technically decent program seems to be a perennial challenge in access. DCTV is fortunate to have public representatives such as Dave Rosenberg who continue to use and support the channel, warts and all.

Autumn Labbé-Renault is assistant director of Davis Community Television in Davis, California. She frequently writes about community media and telecommunications issues.

Political Speech...

continued from page 21

on the government channel to which only some bona fide candidates were invited, it could be shown by an excluded candidate that the opportunity to appear in a different format on public access is a less favorable forum. An advantage of rules or practices patterned on the FCC's rules is that a city can claim that the rules are fair and impartial, because they represent an independent determination by a disinterested outside agency.

Notes

¹James N. Horwood is a partner in the Washington, D.C. law firm of Spiegel & McDiarmid where he specializes in telecommunications, First Amendment, and energy law. He has served since 1990 on the Board of Directors of the Alliance for Community Media as Special Appointee, Legal Affairs. Ms. Driver is an associate with the firm.

²The reasonable access requirement is sometimes referred to as the equal time requirement.

³The question of whether a public access channel is a public forum has not been definitely resolved by courts. Courts have frequently applied forum analysis, even in cases where they have not determined that the channel is a public forum. See *Horton v. Houston*, 179 F.3d 188 (5th Cir. 1999), cert. denied, 528 U.S. 1021 (1999), and *Rhames v. City of Biddeford*, 204 F. Supp. 2d 45 (D. Me. 2002).

⁴Although the explicit statutory language allows cable operators to prohibit "obscenity, indecency or nudity," the FCC has ruled that the statutory provision as it relates to "indecency and nudity," 47 U.S.C. §624(d), is unconstitutional to the extent that it would apply to programming that is not obscene. In the Matter of Implementation of Section 10 of the Cable Television Consumer Protection and Competition Act of 1992, Indecent Programming and Other Types of Materials on Cable Access Channels, 12 F.C.C. Rcd 6390 (1997); see also 47 C.F.R. §76.602 (1998).

⁵As noted previously, cable systems are not subject to the reasonable access requirement and the fairness doctrine. The personal attack, political editorial rule and equal opportunity requirement are applicable to cable operators but presumably not to managers of PEG access channels.

Schedule Manage Organize Report

Facil is software designed just for media access centers, addressing their wide range of needs from contact information to equipment inventory, from equipment and facility reservations to project budgeting and reporting, from program library to channel scheduling. Highly automated and fully integrated, this program makes all the information available throughout your organization to every staff member in real time.

After more than ten years of development and incorporating the input of PEG access centers across the country, Facil has evolved into the most comprehensive and effective solution to the exceptional data management requirements of a media access center. Facil is already serving over 90 organizations from coast to coast, recovering the staff time previously lost to paperwork and improving service levels.

Cablecast Scheduling

Channel	Start	Length	Proj ID	Project Title	Prog ID/Episode/Program Title
52	Sat 05/20/00 20:00:00	0:27:24	1880	Access People	5426 0 Access People
52	Sat 05/20/00 20:27:24	0:15:22	1188	Reverend	5807 0 545 B of A Robbery
52	Sat 05/20/00 20:42:46	0:11:14	1611	Program Guide	8420 0 Program Guide
52	Sat 05/20/00 20:53:59	0:03:00	2620	Harvest Time	1740 0 Harvest Time
52	Sat 05/20/00 21:00:00	0:38:16	3627	Korean Christian Television of AZ	13735 0 11 Korean Christian Television of AZ
52	Sat 05/20/00 21:38:16	0:21:44	1888	Access Information	5000 0 Access Information
52	Sat 05/20/00 22:00:00	1:01:00	3627	Access People	5426 0 Access People
52	Sat 05/20/00 23:01:00	1:00:00	2527	Access People	2211 0 154 Cite in the Classroom
52	Sun 05/21/00 0:00:00	1:00:00	220	Fordham Zone, The	0 0
52	Sun 05/21/00 1:00:00	1:00:00	1677	Access People	5426 0 167 Fordham Zone, The
52	Sun 05/21/00 2:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 3:00:00	1:00:00	1888	Access Information	5000 0 Access Information
52	Sun 05/21/00 4:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 5:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 6:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 7:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 8:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 9:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 10:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 11:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 12:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 1:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 2:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 3:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 4:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 5:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 6:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 7:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 8:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 9:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 10:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 11:00:00	1:00:00	3627	Access People	5426 0 Access People
52	Sun 05/21/00 12:00:00	1:00:00	3627	Access People	5426 0 Access People

Appointment Book

Start Date/Time	Select Appointment Book	Interval	How Reservation
9/20/2000 0:00:00 (Wednesday)	0	10 15 30 60	New Reservation
Updated: 9/20/2000 12:00:00 pm	Legend: [None Reserved] [Some Reserved] [All Reserved] [Overbooked]		
9/20 0:00 a	Burton, Dan	1	1
9/20 0:30 a	Burton, Dan	1	1
9/20 1:00 a	Burton, Dan	1	1
9/20 1:30 a	Burton, Dan	1	1
9/20 2:00 a	Burton, Dan	1	1
9/20 2:30 a	Burton, Dan	1	1
9/20 3:00 a	Burton, Dan	1	1
9/20 3:30 a	Burton, Dan	1	1
9/20 4:00 a	Burton, Dan	1	1
9/20 4:30 a	Burton, Dan	1	1
9/20 5:00 a	Burton, Dan	1	1
9/20 5:30 a	Burton, Dan	1	1
9/20 6:00 a	Burton, Dan	1	1
9/20 6:30 a	Burton, Dan	1	1
9/20 7:00 a	Burton, Dan	1	1
9/20 7:30 a	Burton, Dan	1	1

Facil

Data management software developed for the unique needs of media access centers.

For more information or questions about Facil call Access Tucson at 520.624.9833.

Visit our website at access.tucson.org/facil and take the Facil on-line tour.

Government Resources for Community Media

National Guard Bureau Counterdrug Office on Community Media

BY CAPTAIN KATHRYN MASTERS

The National Guard Bureau Counterdrug Office offers free programming through their Satellite Broadcast Initiative. This programming focuses on topics ranging from grant writing techniques to model drug prevention programs to informative shows on specific drugs. These programs are produced in partnership with federal organizations and national anti-drug agencies.

This initiative began over six years ago with one show and has grown to approximately 20 shows per year. With the increase in shows, there has also been an increase in the professionalism of the broadcasts. The complete schedule for fiscal year 2003 is listed at www.counterdrugtv.com. This site also has information on how to register for the shows. Though the shows are free, registration is required for justification purposes.

The shows are aired over C and Ku satellite bands and copies are available after the broadcast date. Some partners charge a minimal fee for copies to cover reproduction costs, but many are free. The same website will soon have archived shows listed and an electronic ordering process. Until that is complete, those interested in information about past shows can contact Staff Sergeant Laurie Ross at 703.607.5674.

During 2001, the National Guard Bureau partnered with the Office of National Drug Control Policy, the Center for Substance Abuse Prevention, the National Institute on Drug Abuse and Community Anti Drug Coalitions of America to produce a five show series on specific drugs entitled *Myths, Facts, and Illicit Drugs: What You Should Know*. The topics addressed were methamphetamine, ecstasy, marijuana, heroin, and inhalants. Each show addressed the research, prevention and treatment issues associated with the drug. Experts in these fields were panelists and young people in

recovery spoke about their experiences. Each show was 90 minutes and all are available by contacting Staff Sergeant Ross.

Viewer feedback on these and other shows has been very positive. Viewers include educators, parents, prevention advocates, medical personnel, and law enforcement. All of these entities are continually looking for information such as that provided free by the National Guard Bureau. Common comments include the fact that it is difficult finding up-to-date information and an appreciation that the shows are geared towards many ages.

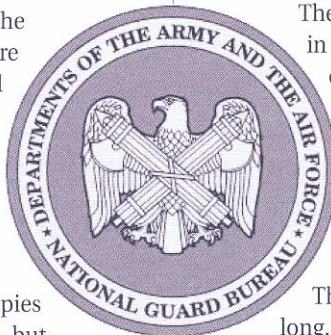
The youth programming is also in high demand. Though only one or two youth shows are produced per year, those aired receive high praise. These shows are produced in segments, so viewers can tape them and use portions in setting with kids. They are typically one-hour long. An example of these programs is an annual broadcast that is written and produced by teens in New York. The National Guard has been airing the *Peers Influence Peers* broadcasts for three years with extremely favorable viewer feedback. This show is usually scheduled for the last week in April.

The National Guard Counterdrug Office also offers other training broadcasts geared towards supporting state and local law enforcement officers. These shows are also free, but unlimited broadcasting is not recommended due to safety and security issues.

Information about upcoming broadcasts can be found at www.counterdrugtv.com. Any other questions can be directed to Staff Sergeant Ross at the above number or Captain Kathryn Masters at 703.607.5673.



From the November 2002 Department of Education broadcast on science and mathematics. Left to right, Moderator Doris McMillon and guests Maria Santos, Jose M. Hernandez and Tory Bobo.



Sharing Education News With Your Community!

BY IDA R. EBLINGER KELLEY

This past fall the United States Department of Education created an exciting new television series to share what parents and educators are doing to improve American education.

The passage of the No Child Left Behind Act of 2001 represents President Bush's education reform plan and contains the most sweeping changes to the Elementary and Secondary Education Act (ESEA) since it was enacted in 1965. To help usher in this new era in education, the Education Department replaced the

Secretary's Satellite Town Meeting with Education News Parents Can Use, which debuted in September 2002. The program is livelier and features less policy-focused content targeted to address the educational needs and concerns of parents and families. This magazine-style program features brief segments including one-on-one interviews, discussion, "how-to" demonstrations, video and graphics, with ED officials, parents, school, community, busi-



continued on page 35

**A VITAL
INVITATION**

ALLIANCE FOR COMMUNICATIONS DEMOCRACY

For more than 12 years, the Alliance for Communications Democracy has been fighting to preserve and strengthen access. Though the odds against us have been high, and the mega-media, corporate foes well-heeled and powerful, time and again we've won in the courts. We can't continue this critical work without your support. With the ramifications of the 1996 Telecommunications Act manifesting themselves, and new legislation on the horizon, we must be vigilant if we are to prevail and preserve democratic communications. If not us, who? If not now, when? Please join the Alliance for Communications Democracy today!

Become an Alliance Subscriber for \$350/year and receive detailed reports on current court cases threatening access, pertinent historical case citations, and other Alliance for Communications Democracy activities.

- Voting membership open to non-profit access operations for an annual contribution of \$3,000.
- Associate, Supporter and Subscriber memberships available to organizations and individuals at the following levels:
 - Alliance Associate, \$2500 - copies of all briefs and reports.
 - Alliance Supporter, \$500 - copies of all reports and enclosures.
 - Alliance Subscriber, \$350 - copies of all reports.

Direct membership inquiries to ACD Treasurer Rob Brading, Multnomah Community Television, 26000 SE Stark St., Gresham, OR 97038, telephone 503.667.7636, or email at rbrading@mctv.org

A CALL FOR MEDIA DEMOCRACY! the FCC SEEKS TO FURTHER DE-REGULATE MEDIA OWNERSHIP.

As the country reels from some of the biggest business scandals in U.S. history, the Federal Communications Commission (FCC) is getting ready to give big media a big gift—the rollback of some of the last regulatory checks on media consolidation.

Michael Powell means business.

LEARN MORE AT:
http://www.grcmc.org/pdfs/fcc_deregulation.pdf



www.grcmc.org

GRID
www.grid.org



ness and religious leaders, and researchers. The goal of the program is to help provide parents with the tools and information to be effectively and productively involved in their child's education.

The Series. September 2002 marked the beginning of the first full school year under the No Child Left Behind Act. The new series aims to help parents understand the new law and all the important changes it will bring within the context of important and popular education themes. Topics this year have already included: "Science and Mathematics — Gateway to the Future," "Protecting Your Child at Home and at School," and "No Child Left Behind: Tools and Information Parents Can Use."

The Format. Although the new program takes the place of the Department's *Satellite Town Meeting*, it keeps many of its predecessor's signature features—the live format, viewer call-ins, and lively discussion. What is different about *Education News* is its focus on information and resources of value to parents and families. The program includes interviews, "how-to" demonstrations, more video and graphics, and brief conversations and a wealth of free resources and tips for parents to utilize.

The Guests. The program regularly features Department of Education experts, along with educators, researchers, and parents from around the country to share their knowledge, "know-how" and local experiences.

The program provides coverage of the latest education news from the White House and the Department of Education with excerpts of interviews, speeches and events that include President Bush and Education Secretary Rod Paige.

Education News also features notable education advocates. Recently, Miss America, Erika Harold, talked with Secretary Paige about her anti-bullying efforts as part of the October "Safety" broadcast. During the November broadcast on math and science, *Education News* featured a live conversation, via satellite with Bill Nye, the host, producer and writer of the PBS series *Bill Nye—The Science Guy*.

The Audience. *Education News* target audience is an informed citizenry—parents and educators with a general knowledge of and strong interest in education. In many communities, parents, teachers,

business leaders and others may watch together and have their own discussions.

The Schedule. *Education News* is broadcast on the third Tuesday of each month during the school year (except December). It is live, via satellite from 8-9 p.m. Eastern. The season's remaining topics include: "Title IX," "Teacher Quality," "Special Education," "Educational Technology," and "Summer Reading."

The Broadcast Options. The Department of Education provides a variety of options to help stations ensure they have access to their programming. The program is free, close captioned and in the public domain. Stations can download the program live via satellite on KU and C Bands. If stations do not have access to a satellite dish, the Department of Education offers a selection of broadcast quality tapes in English and Spanish at no cost. See contact details below.

Join communities already participating! Many registrants are actually local television outlets that broadcast the program live on cable access, including school board and other educational channels. The program is also rebroadcast on The University House Channel on the Dish Network, Discovery Networks' TLC (The Learning Channel), the Channel One Network, and some Public Broadcasting Service (PBS) stations.

For more details about the program, broadcast options, and the schedule please visit the *Education News* website at: www.ed.gov/offices/OIIA/television or send a message to our email event box at Education.TV@ed.gov or call us at 1-800.USA.LEARN.

Ida R. Eblinger Kelley is a producer with the U.S. Department of Education.

Army Newswatch and Community Media: Our Symbiotic Success Story

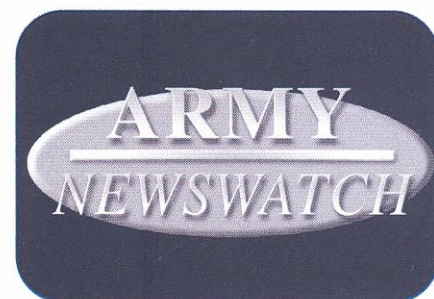
BY MELODY DAY, SRTV MARKETING DIRECTOR

*I*t started with a few well-placed words and blossomed into a powerful partnership.

Three years ago *Army Newswatch* was mentioned in an Alliance for Community Media newsletter as a PEG-friendly programming element freely distributed and available for the asking. Well, the 'asking' started right away! In the first few months the *Army Newswatch* client list doubled, then tripled, then doubled again. At the close of 2002, the Army's official newscast is available to 60 million American homes on close to 750 access stations.

The power of PEG astonishes Army Public Affairs.

In summer 2001 Army Public Affairs considered suspending the distribution of *Army Newswatch* as a way to save money. Station managers, PEG operators, and even viewers, were outraged. Hundreds of letters, emails and telephone calls were sent to Congressmen and Army officials. Much of the correspondence included anecdotal accounts of audience approval and interest in the program. The Secretary of the Army and Army Public Affairs officers at the Pentagon heard from real people in



hometowns across America. And they listened. The distribution of *Army Newswatch* is now at the top of the funding list.

Americans are increasingly interested in soldiers and fascinated by the Army.

Following 9-11, many PEG stations moved *Army Newswatch* to a more favorable time slot and interest in the www.ArmyNewswatch.com website increased. Traffic also went up on the 'Where to Watch *Army Newswatch*' web page indicating a keen citizen interest in locating a source for Army news. Commercial media's coverage of Army issues is at best spotty. Army Public Affairs distributes *Army Newswatch* to fill that information gap with stories critical to soldier's lives and careers. Since *Army Newswatch* is not a commercial program it finds no outlet on network television. It was PEG access that gave the American soldier a voice.

With *Army Newswatch*, PEG access

continued on page 37

TEST DRIVE AN AVIO
 Call or click for the dealer nearest you.
 And ask for your free Joy of Editing booklet.

WE DON'T PLAY GAMES. WE DON'T DO SPREAD SHEETS. WE DON'T DO WORD PROCESSING. WE DO VIDEO.

And we do it very well. Over 70,000 people world-wide have chosen Casablanca video editing products to create award-winning, professional-quality videos.

Why have such an unprecedented number of people turned to the Casablanca? One reason is ease of use. Last year, top honors were taken by fourth graders at Rocky Ridge Elementary in Hoover, Alabama, for a video they researched, wrote, shot, acted in and edited!

And the video quality is outstanding. News stories edited on the Casablanca appear regularly on CNN



A secret to our success—the Casablanca's uniquely simple interface. Under it lies incredible power of slow and fast motion, multi-layers, FX, rolling, scrolling, crawling titles and much more.

Newsroom. And thousands of videographers and other commercial production firms use Casablanca video editors for their daily work.

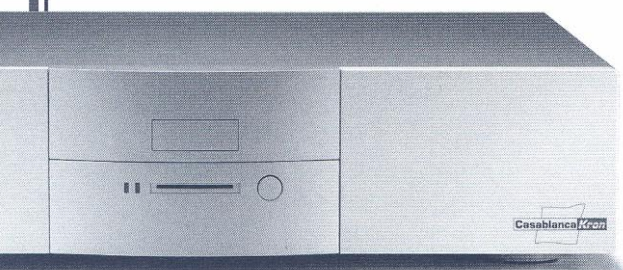
Easy to learn yet powerful enough to let your imagination run wild. Try the Casablanca Avio and Casablanca Kron for yourself. They're all you need to edit.



"Unbelievable. I wish I had this when I was working at the TV station. This makes teaching video production fun again and allows creativity to flow."

— **Donna Haire**
 Quincy (IL) Public Schools

- Avio standalone video editor**
- Up to 12 hours video storage
 - Realtime transitions
 - MPEG-2, full IBP editing
 - Native DV
 - Avio ST \$1,295
 - Avio DV \$1,795 *Now shipping!*



"Wow! The Kron is so powerful and yet so easy to use. I don't feel constrained by the technology. Finally I can express my creativity freely."

— **Narayan Kaimal**
 Belmont, MA

- Kron**
- DVD-creation (optional recorder)
 - Multi-layering and scrub audio
 - Up to Digital-Beta quality
 - Native DV or MPEG-2
 - \$5,495 *Now shipping!*



taps into a hidden audience.

An astonishing number of Americans are affiliated in some way, at some time, with the Army. Reservists and Army National Guardsmen live and work in towns and communities in every corner of the United States. Parents fought in Korea, and sons fight in Afghanistan. Doctors train as surgeons in Army hospitals and CEOs win contracts with the Department of Army. *Army Newswatch* hooks a huge imbedded audience that crosses all socioeconomic, gender and racial boundaries.

Army publications are anxious to promote the availability of *Army Newswatch*.

A time slot for *Army Newswatch* means free advertisement for PEG access. Specifically, *Army Newswatch* clients are promoted through station hyperlinks on the Army.mil/SRTV website, monthly mentions in Army Public Affairs bulletins, Station Salutes at the end of each broadcast, and program schedules posted in local Army newspapers, bulletins, and recruiting offices. The increased visibility, implied Army sanction, and the performance of a 'national' service, are weighty factors during contract re-negotiation.

Army Newswatch fits in nicely with all types of programming.

Stations have successfully incorporated *Army Newswatch* into all PEG program formats. A survey conducted at the beginning of 2002¹, indicates *Army Newswatch* is programmed most frequently on single channel PEGs, but is also a popular program element on stand-alone Government access and Community access. The program also airs on Education access and is web-streamed by some stations. The survey indicates that, while some stations use the program to 'fill-in', the majority have assigned *Army Newswatch* a permanent time slot.

To the Department of the Army, PEG access is the passkey to America's living room. To the PEG access coordinator, *Army Newswatch* is a 'trustworthy' program, well produced, and containing topical news and information not available on commercial stations. It is a good fit. Call it a symbiotic success story.

¹ Less than half of those stations polled returned the survey.



Dr. D and the tree house detectives use research, Problem-Based Learning, and scientific inquiry to solve scientific cases in *NASA SCI Files*.

Increasing Scientific Literacy, Inspiring Tomorrow's Explorers

CONTRIBUTED BY HEATHER M. GRIMSTEAD

The NASA Center for Distance Learning at NASA Langley Research Center in Hampton, Virginia produces free television programming that is designed to increase the scientific literacy of adult (life-long) learners and to enhance and enrich the teaching and learning of mathematics, science, and technology. These applications-oriented programs use NASA research to build awareness of mathematics, science, and technology concepts as they relate to the real world. The ultimate program goal, the creation of critical thinkers and active problem solvers, is based on the belief that these skills are essential for all citizens to successfully function in a world shaped by mathematics, science, and technology.

Currently, three programs are available for broadcast, free of charge. The programs are not copyrighted, and off-air rights are granted in perpetuity. The NASA SCI Files™ and NASA CONNECT™ are designed to enhance and enrich the teaching and learning of mathematics, science, and technology and include an educator guide and web-based activities. NASA's Destination Tomorrow™ is designed to increase the scientific literacy of adult life-long learners. Brief program descriptions follow:

NASA SCI Files™ (formerly NASA "Why?" Files), scifiles.larc.nasa.gov, is a research-, inquiry-, and standards-based,

Emmy®-award-winning series of 60-minute instructional programs for students in grades 3–5 that introduces them to NASA; integrates mathematics, science, and technology by using Problem-Based Learning (PBL), scientific inquiry, and the scientific method; and motivates students to become critical thinkers and active problem solvers. The series includes an instructional broadcast, a companion educator guide, an interactive website featuring a PBL activity, plus a wealth of instructional resources. Follow the exploits of the "tree house detectives" as they solve real-world problems by using mathematics, science, technology, and NASA research. Community experts, resources, and members of the NASA Science Files Kids Club offer additional help.

NASA CONNECT™, connect.larc.nasa.gov, is a research, inquiry-, and standards-based, Emmy®-award-winning series of mathematics-focused, instructional programs for students in grades 6–8 that includes a 30-minute instructional broadcast, a companion lesson guide, and an interactive web-based application. Programs in the series "connect" the mathematics, science, and technology concepts taught in the classroom to those NASA researchers use every day. The lesson guide contains a hands-on activity, and the web-based application reinforces and extends the objectives presented in the program.

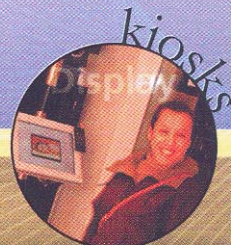
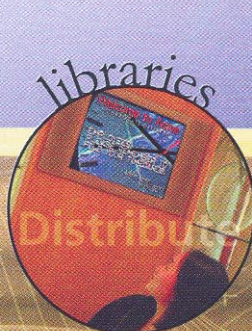
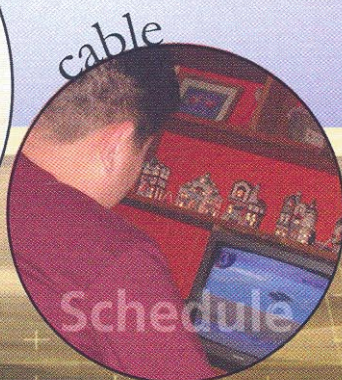
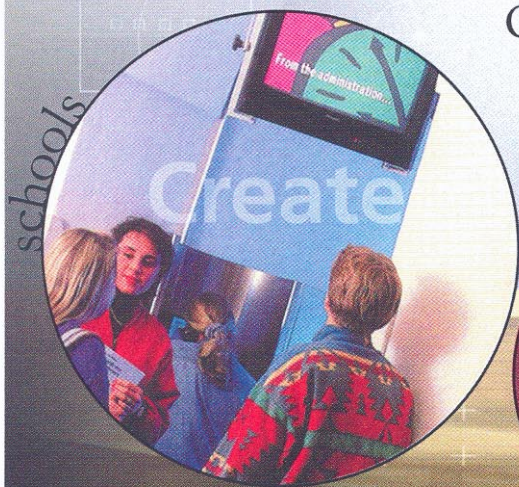
NASA's Destination Tomorrow™, destination.larc.nasa.gov, is a series of 30-minute, Emmy®-award-winning programs

See NASA -page 38

SCALA[®]
broadcast multimedia

InfoChannel³

One Network to Control Them All



third generation
Content Management

www.scala.com/alliance
+1 888 SCALA 96 

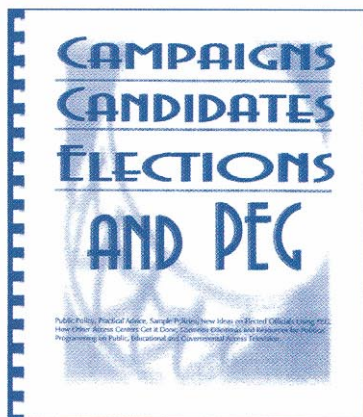


Connecting Media, Cultures & Communities
TACOMA 2003

Join us at the
**2003 Alliance for
Community Media
International
Conference &
Trade Show**

July 9-12, 2003
Sheraton Tacoma
Tacoma, Washington

for details, visit www.alliancecm.org



Alliance Publication Looks at Elections

The Alliance for Community Media's *Campaigns, Candidates, Elections and PEG* is a compilation of articles looking at a broad range of questions on the relationship of political programming and PEG access. This book provides practical advice on beginning and including political programming and specifically looks at public policy, new ideas on elected officials and PEG, formats and methods that work, common dilemmas and available resources for political programming. It is available to members for \$20 and non-members for \$30. The Alliance for Community Media offers a variety of publications as resources for PEG access. For more information on this and other publications, or to order a copy today, visit the Alliance Bookstore online at www.alliancecm.org/bookstore or contact the national office at 202.393.2650.

Call for Articles for Spring COMMUNITY MEDIA REVIEW

Funding Diversification

The spring issue of *CMR* will look at efforts for funding diversification efforts on the part of PEG access centers. I'm looking for stories about the sorts of approaches that have been tried, how you've gone about it, what's worked and what has not, how such efforts fit with the mission and operations of the center (or enlarge and change the mission and operations), and what sorts of results have been achieved. Topics might include:

- ▲ General fundraising, membership, board efforts, engaging user/viewer/community support, best practices, etc.
- ▲ Ancillary business enterprises and other entrepreneurial efforts to generate additional streams of revenue
- ▲ On air fundraising, auctions and telethons
- ▲ Grantwriting and foundation support
- ▲ Local, state and federal funding, grants and programs
- ▲ Creating and implementing fund-development staffing and programs within the

organization, how you've done it, how they've worked, what the expectations are, etc.

▲ Implications for revenue of the digital fusion of video, voice and data, and long range planning for an evolving base of support

▲ Alliances and partnerships with other organizations

I'd also be interested in knowing what other sorts of topics, methods or approaches to funding diversification that would be helpful.

If you're interested in doing an article for the Spring '03 *Community Media Review*, or if you'd like to suggest topics or ideas, please email me at bdevine@antioch-college.edu.

The deadline for articles will be in early March, 2003. Articles will need to be submitted electronically, and of course photographs and/or graphics are strongly encouraged.

Contact: Bob Devine, Professor
Antioch College
Yellow Springs, Ohio 45387
937.767.7035
bdevine@antioch-college.edu

NASA...

continued from page 37

for educators, parents, and adult lifelong learners that presents the theory and principles of learning and research as they pertain to how adults learn and apply knowledge. This educational and informative series has a magazine-style format that builds on the premise that NASA and scientific research focus on creating today's knowledge to solve tomorrow's problems.

The NASA Center for Distance Learning uplinks these programs via KU- and C-Band satellite. You can download them by using the

designated coordinates (located on the individual websites), or you can receive tapes in one of four formats: svhs, vhs, beta, or 3/4 inch. If you choose to download via satellite, we will send you an uplink schedule for current programs.

As an added bonus, these programs are not copyrighted, and off-air rights are granted in perpetuity. Please visit www.dlcenter.larc.nasa.gov or call a customer service representative at 757.864.6100 for more information. Register now so your station can carry these three innovative programs produced by the NASA Center for Distance Learning.



DOONESBURY ©2002 G.B. Trudeau. Reprinted with permission of UNIVERSAL PRESS SYNDICATE. All rights reserved.

UN Leader Challenges Community Media

COMMENTARY BY KOFI ANNAN

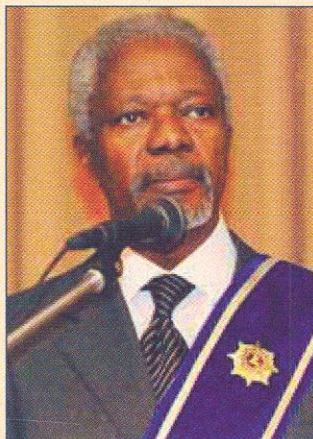
The new information and communications technologies are among the driving forces of globalization. They are bringing people together, and bringing decision-makers unprecedented new tools for development. At the same time, however, the gap between information "haves" and "have-nots" is widening, and there is a real danger that the world's poor will be excluded from the emerging knowledge-based global economy.

Information and communications technologies are extremely cost-effective compared to other forms of capital. Modest yet key investments in basic education and access can achieve remarkable results. Estonia and Costa Rica are well known examples of how successful ICT strategies can help to accelerate growth and raise income levels. But even some of the least developed countries, such as Mali and Bangladesh, have shown how determined leadership and innovative approaches can, with international support, connect remote and rural areas with the Internet and mobile telephony. Public "telecentres" have been established in places as diverse as Egypt, Kazakhstan and Peru. Indeed, information technologies can give developing countries the chance to leapfrog some of the long and painful stages of development that other countries have had to go through.

But bridging the digital divide is not going to be easy. Too often, state monopolies charge exorbitant prices for the use of bandwidths. Governments need to do much more to create the effective institutions and supportive regulatory frameworks that will attract foreign investment; more generally, they must also review their policies and arrangements to make sure they are not denying their people the opportunities offered by the digital revolution. We need to think of ways to bring wireless fidelity (Wi-Fi) applications to the developing world, so as to make use of unlicensed radio spectrum to deliver cheap and fast Internet access. We need to work with our friends in community media, particularly in the United States and Europe, to help poorer nations and new, restored or emerging democracies create "open channels" or public access television centres. We need to explore the possibility of creating an open international university. Surely, experts can think of many more ideas along these lines.

The United Nations is working hard to enlist this power in the cause of economic and social development. A Health InterNetwork (www.healthinternetwork.net) spearheaded by the World Health Organization is creating on-line sites in hospitals, clinics and public health facilities in the developing world to bring high-quality information within reach and to facilitate communication in the public health community. The United Nations Information Technology Service (www.unites.org), a global consortium of volunteer corps coordinated by the UN Volunteers programme, is training people in developing countries in the uses and opportunities of information technology.

As promising and invaluable as they are, such efforts—and others involving trade promotion, disaster response and education—



I urge the dynamic leaders, alliances and networks in this field to widen their view, and bring tools, training and transmission capabilities to the developing world.

merely scratch the surface of what is possible. If all countries are to benefit, we need more and better strategic public-private partnerships. That is one of the primary functions of the United Nations Information and Communication Technologies Task Force, which bring together CEOs, government officials, non-governmental organizations, technical experts and other information industry leaders. And if all countries are to benefit, we must define an inclusive, long-term vision and approach for the future. That is one of the main reasons why the United Nations General Assembly decided to hold, under the leadership of the International Telecommunication Union, a "World Summit on the Information Society," in two parts: first in December 2003 in Geneva, and two years later in Tunis.

That Summit would benefit greatly from the involvement of the many non-profit and non-governmental organizations that work in the area of community media and community technology. In the United States, thousands of local access television channels and community technology centers, funded by license fees and public support, have earned back their initial investment, enabling them to focus increasingly on workforce training, community development and civic

engagement. I urge the dynamic leaders, alliances and networks in this field to widen their view, and bring tools, training and transmission capabilities to the developing world. An educated citizenry can better seize the opportunities of globalization, and better promote and protect its rights—including the right to freedom of opinion and expression, and the right "to seek, receive and impart information and ideas through any media and regardless of frontiers", in the words of the Universal Declaration of Human Rights.

In September 2000, the Member States of the United Nations adopted a Millennium Declaration—a landmark document for a new century that reflects the aspirations and concerns of all peoples, sets specific targets for reducing poverty, and calls for concerted action to fight injustice and inequality and to protect our common heritage, the earth, for future generations. Among the commitments they made was to "ensure that the benefits of new technologies, especially information and communication technologies, are available to all."

Information technology is not a magic formula that is going to solve all our problems. But it is a powerful force that can and must be harnessed to our global mission of peace and development. This is a matter of both ethics and economics; over the long term, the new economy can only be productive and sustainable if it spreads worldwide and responds to the needs and demands of all people. I urge everyone in a position to make a difference to add his or her energies to this effort.

Kofi Annan is the Secretary-General of the United Nations.
<http://www.un.org> • <http://www.itu.int/wsis> •
www.healthinternetwork.net • www.unites.org

Matrox InfonetTV

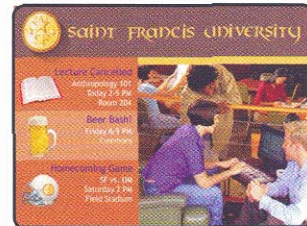
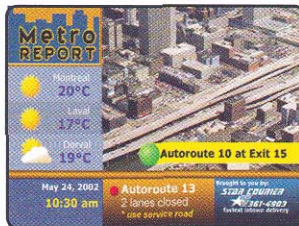
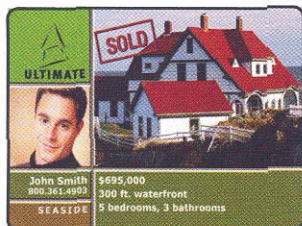
Create, manage, and distribute media for TV and the web



With Matrox InfonetTV you become the "go to" channel and web site for all that's local.

- Easy-to-use creation tools
- Multiple independent zones
- Superior broadcast quality
- Live or MPEG-2 video
- Remote data entry via the web
- Automatic website generation
- Intuitive scheduling and logging
- Wire feed data services
- Affordable, single PC solution

To arrange a demonstration, call us today at 1-800-361-4903 or visit www.matrox.com/video



The Annenberg/CPB Channel



It's free—and available 24/7 to round out your schedule.
With new programming in reading, literature, social studies, and the arts.

Contact Dana Rouse at 1-800-228-8030 ext. 4 or channel@learner.org
www.learner.org

COMMUNITY MEDIA REVIEW

Community Media Center
711 Bridge St. NW
Grand Rapids, MI 49504-7514



Printed on
Recycled Paper

Non-Profit Org.
U.S. Postage

PAID

Grand Rapids, MI
Permit 918